

# MODERN PACKAGING



Cleanliness and convenience.  
The foundation of our industry.  
The manufacture of cartons has grown



from millions to billions in the last  
decade. Thirty billions in 1927.  
A pioneer and a leader in this craft,  
with quality supreme, is

**FORT ORANGE PAPER COMPANY**

Castleton-on-Hudson

New York

# PROPER PACKAGING PAYS

**T**O keep your product in the spotlight of public preference—it is necessary that it retain its high standard of quality from the time it leaves your plant until it reaches the ultimate consumer.

Your greatest assurance of its safe arrival lies in its proper packaging. Whether your product be one with an aroma or flavor to be maintained or guarded against foreign odors and tastes—or is wet, damp, dry or greasy—we have a protective paper for it.

Let our thoroughly equipped laboratory aid you in the selection of a suitable protective paper.

**KALAMAZOO VEGETABLE  
PARCHMENT CO.**  
KALAMAZOO, MICHIGAN

# MODERN PACKAGING

For the Service of those Industries where  
Packaging is a Factor

VOLUME 2

OCTOBER, 1928

No. 2

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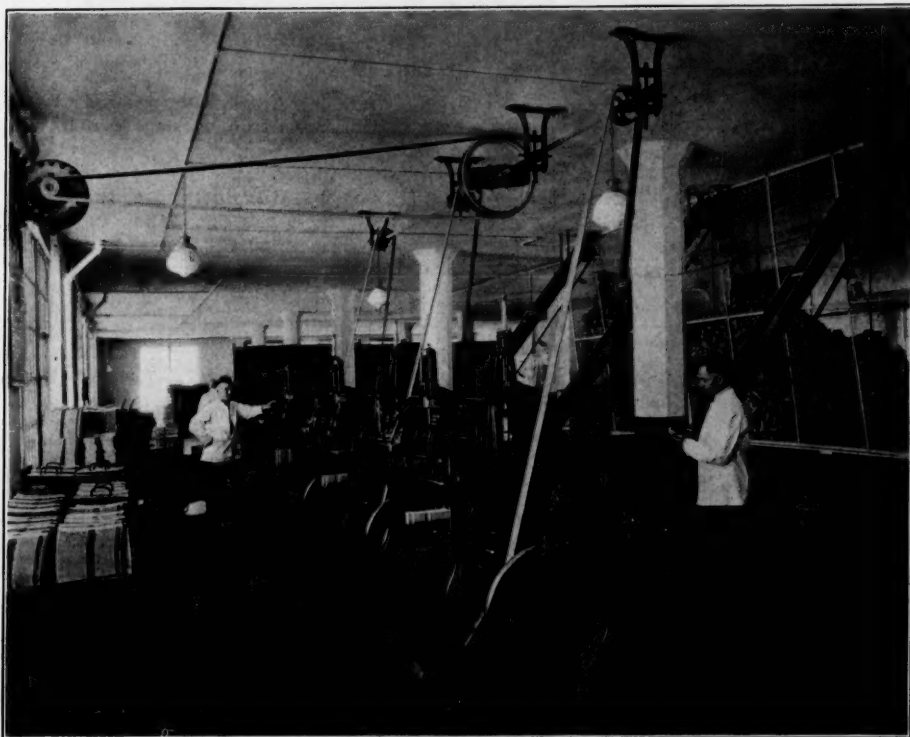
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## WHEN THE INSPECTOR PASSES

40,000 CARTONS PER DAY FROM ONE OPERATOR



HIS THREE FORMING MACHINES MUST BE RIGHT!

## THE SAVING IN THE FIRST COST

of these flat "Brightwood" carton sheets is ample to pay the operator's wages. Send for full details of the story—

*"A Better Package for Less Money."*

**NATIONAL PACKAGING MACHINERY CO.**

*Manufacturers*

181 GREEN STREET, JAMAICA PLAIN, BOSTON, MASS.

**"NATIONAL"**

**PACKAGING MACHINERY**

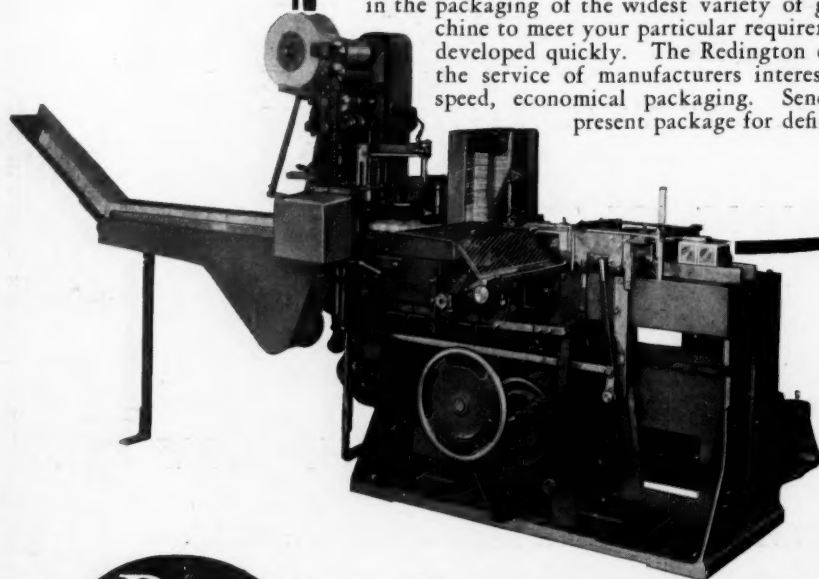
feeds, forms & dates, lines, weighs & fills, seals, wraps & hermetically seals cartons

They keep the magazines filled and this *Redington machine* turns out a steady stream of finished packages of Gulfwax

THE Redington cartoning machine at the plant of the Gulf Refining Company, Port Arthur, Texas, requires only that the machine be kept supplied with slabs of wax delivered from a conveyor, with rolls of paper and with flat cartons. This machine counts out four slabs of wax, interleaves cut sheets of paper to prevent sticking and inserts the one pound unit into a carton which has been formed as it comes from the magazine. The cartons are closed by tucking the end flaps.

This Type 12 machine is but one example of the adaptation of proven principles in packaging machinery to the specific requirements of a particular manufacturer. This machine, like all Redington cartoning machines, was built to order for the user; yet it is based upon the developments of over 30 years of experienced engineering practice and it incorporates the exclusive features which distinguish Redington machines from all others. In this particular machine, for instance, the Redington Safety Throwout is particularly valuable since this sensitive protection avoids damage to the machine or protracted delays in operation which might be caused by feeding an over-size slab or a defective carton. The machine will stop at any interference in its operation and is cleared in a few seconds due to the accessibility which is carefully provided in its design.

Redington machines are now operating efficiently and economically in the packaging of the widest variety of goods. A special machine to meet your particular requirements can probably be developed quickly. The Redington engineering staff is at the service of manufacturers interested in accurate, high speed, economical packaging. Send a sample of your present package for definite advice.



Redington counting machines give you the details of production, point out leaks and delays and enable you to cut costs by maintaining steady production. These accurate, thoroughly reliable counting machines are of the finest construction throughout. Send for bulletins describing them and their applications.



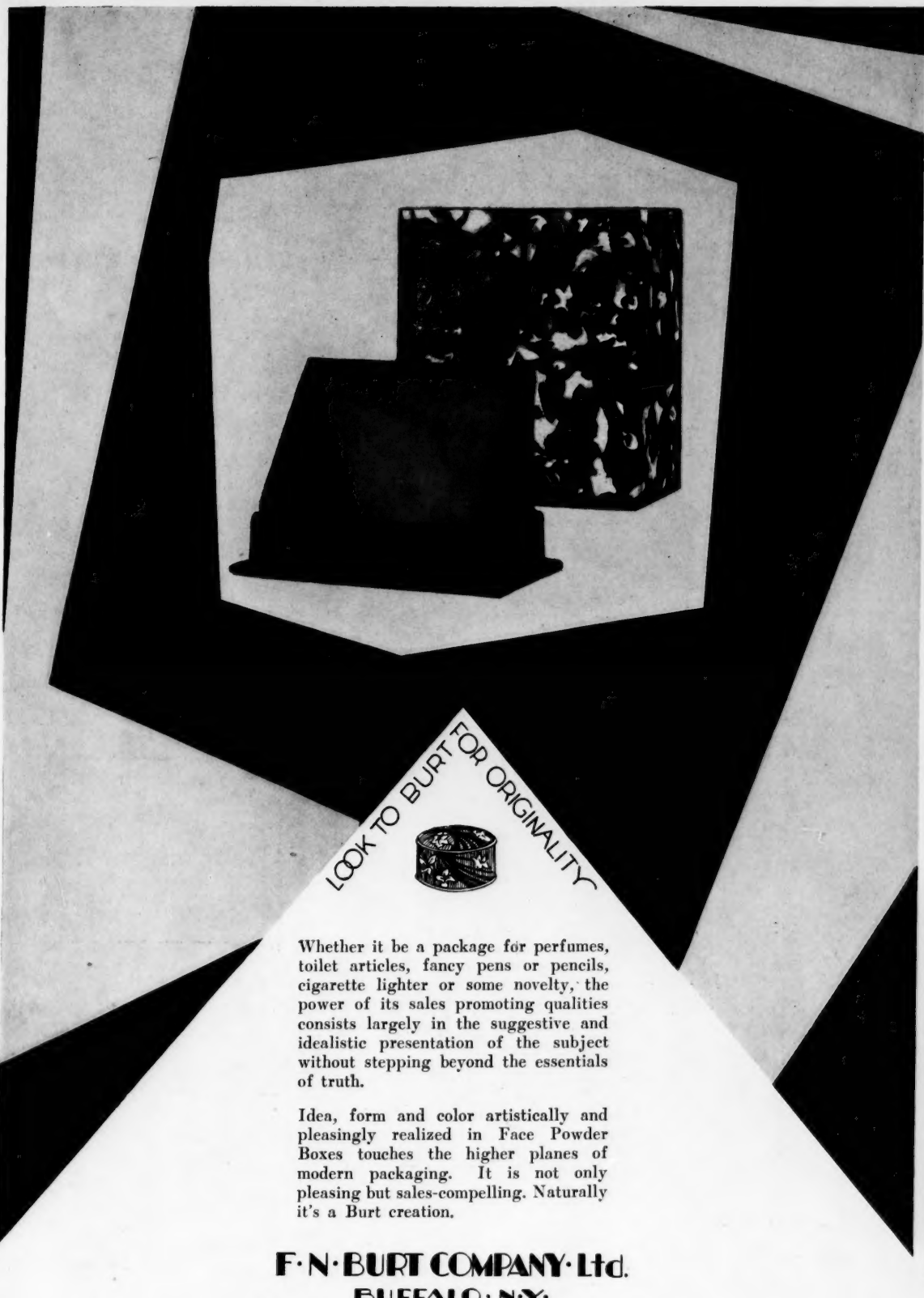
Cartoning - Packaging - Wrapping - Labeling Machines

**F. B. Redington Co.**

Established 1897

110-112 South Sangamon Street  
Chicago, U. S. A.

MP-10-Gray



LOOK TO BURT FOR ORIGINALITY



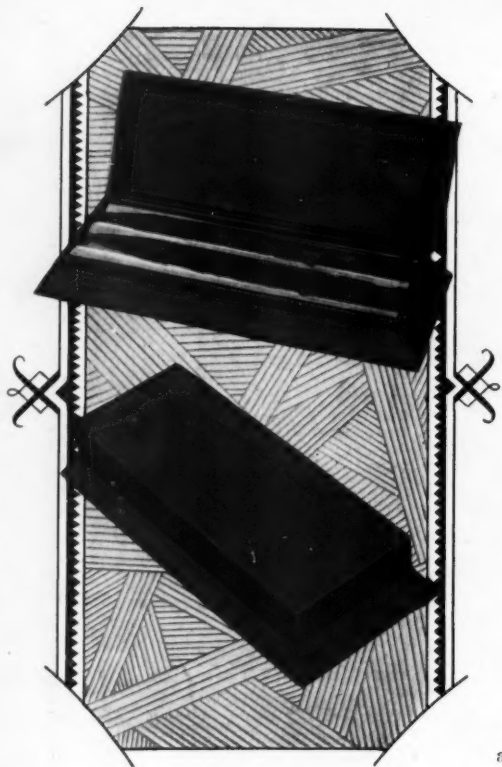
Whether it be a package for perfumes, toilet articles, fancy pens or pencils, cigarette lighter or some novelty, the power of its sales promoting qualities consists largely in the suggestive and idealistic presentation of the subject without stepping beyond the essentials of truth.

Idea, form and color artistically and pleasingly realized in Face Powder Boxes touches the higher planes of modern packaging. It is not only pleasing but sales-compelling. Naturally it's a Burt creation.

**F·N·BURT COMPANY·Ltd.**  
**BUFFALO·N·Y·**

*Manufacturers of Fine Set-Up Paper Boxes*

**BURT DESIGNS and CREATIONS**



## ATTRACTIVE PACKAGING means better Merchandising

The realization that a Quality package is the BIG STEP toward BETTER MERCHANDISING, plus the knowledge of Burt ability to create packages of this type has caused hundreds of manufacturers to come to Burt for cooperation in the solution of their merchandising problems.

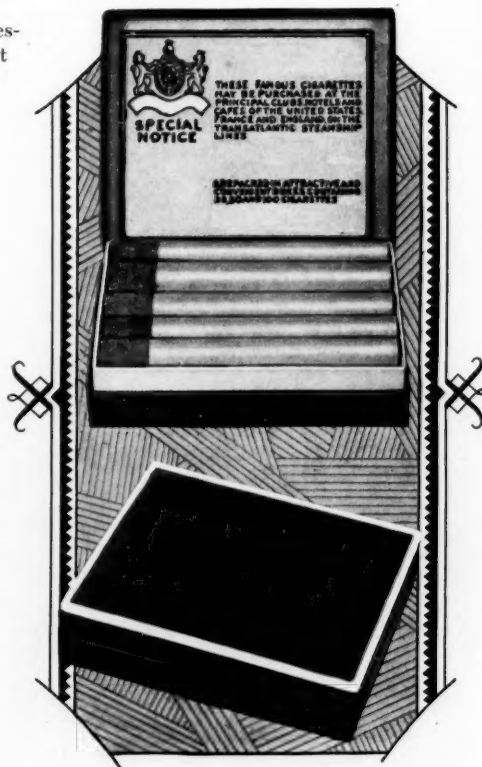
Retailers always give preference to merchandise attractively packaged. It is easier to sell and makes a lasting impression on the ultimate consumer. It not only creates the urge to buy but to rebuy, again and again.

The design and creation of sales-compelling packages is a Burt specialty. We maintain a staff of experts who have devoted their lives to quality packaging, both from the practical and merchandising standpoints.

These men will be glad to work with you as to the package that is best suited for your requirements. Their ideas may prove beneficial. Take advantage of this rich experience.

**F·N·B·URT COMPANY·Ltd.**  
**BUFFALO·N·Y·**

*Specializing in Fine Set-Up Paper Boxes*



# The scope of Canco

## SERVICE

KNOWLEDGE  
ABILITY  
PURPOSE

"SERVICE" is indeed a tired word. But its meaning is more important today than it ever was. As competition grows, it becomes essential for those who would grow in spite of it to render better . . . service.

"Service," as interpreted by the Canco organization, is compounded of three elements: Knowledge, Ability, Purpose. Canco knowledge covers a vast field in can-making experience. Canco ability has been attained through years of practice on thousands of problems. Canco purpose is the will to turn out the best possible work for each individual customer.

The wise user of containers will appreciate the worth of background in can-making experience—likewise he will appreciate the value of "scope" as applied to service rendered to customers.

If you are interested in the *practice* of "service" rather than the word itself—you will find stimulus and value in a talk with a Canco salesman.

### AMERICAN CAN COMPANY

CONTAINERS OF TIN PLATE - BLACK IRON - GALVANIZED IRON - FIBRE  
METAL SIGNS AND DISPLAY FIXTURES



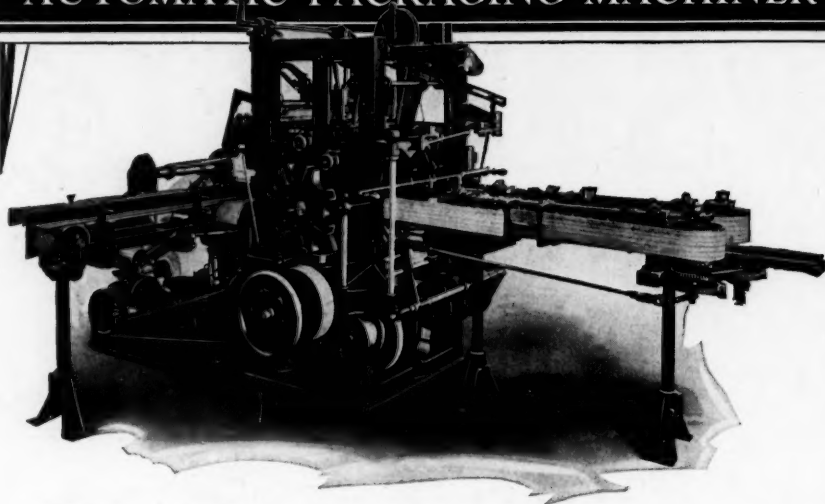
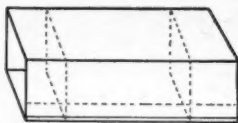
NEW YORK

CHICAGO

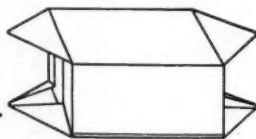
SAN FRANCISCO



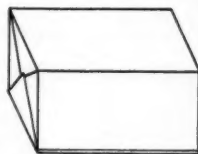
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*Your speed per minute with 70 units!***"PNEUMATIC" AUTOMATIC PACKAGING MACHINERY****HIGH SPEED  
WAX WRAPPING  
Machine\****\*One of the Seventy.***A Smooth,****Secure, Wax Wrap  
every second!**

**T**HE LOOSE OR wax wrap with plain or printed paraffin paper over the printed carton, necessitates a tight, secure seal at all seams without sacrificing transparency.



tight seal all around, without pin holes at the corners, and also serves as a reinforcement at the ends.

***Have you a high speed  
Packaging Department?***

In this new High Speed "Pneumatic" Wax Wrapping Machine the paper is fed from a roll, passed about the sealed carton, cut, and heat sealed at the side seam. The overhang at the ends are then neatly and evenly tucked in (1) both short sides, (2) long side, and (3) second long side; and are heat sealed. This method results in a

Because we consistently plan our machines as units, designed to coördinate with other units to form complete automatic packaging systems, we can often point the way to considerable savings in labor and money at relatively small investments in new equipment. Let us go over the matter with you. ***Come to Headquarters.***

**PNEUMATIC SCALE CORP., Ltd., NORFOLK DOWNS, MASS.****U. S. A.**

NEW YORK CITY  
26 Cortlandt Street

SAN FRANCISCO  
320 Market Street

CHICAGO  
360 N. Michigan Ave.

MELBOURNE, SYDNEY  
J. L. Lennard

LONDON,  
ENGLAND





## Paterson *Genuine* Vegetable Parchment

**E**VERY PACKER of fresh food in any form should know about Paterson Genuine Vegetable Parchment. It is the safest, surest, most effective, most sanitary wrapper that science has ever created for keeping fresh food *fresh*.

Genuine Vegetable Parchment is moisture proof, grease proof, dust proof, tasteless and odorless. It is the ideal wrapper for making an attractive, appetizing package.

Today, thousands of producers are bringing new life to their sales by adopting wrappers of Paterson Genuine Vegetable Parchment . . . each sheet printed in brilliant fast-color inks with the packer's own trade marked brand.

### The Paterson Parchment Paper Company

*Original Makers of Genuine Vegetable Parchment*  
PASSAIC, NEW JERSEY

Chicago

San Francisco

You are cordially invited to write to us for suggestions as to new ideas for wrappers and labels. Our Sales Promotion Department is organized to serve you in just that way, entirely of course at our expense.

The  
Paterson  
Parchment  
Paper Company,  
Passaic, N. J.

MP 10-8

I am interested in Paterson Genuine Vegetable Parchment for wrapping green produce. Please send sample sheets—free—for trial.

**Mail this coupon for free sample sheets.**

Name.....

Address.....

City.....State.....

Name of product to be wrapped.....



## from Black to Red figures

ONE DROP of reagent added to a test tube of liquid changes the color of the entire liquid. But that drop of reagent is not more potent in its effect than the fraction of an ounce overweight of material which you put into every package you fill, to insure yourself against shortweight.

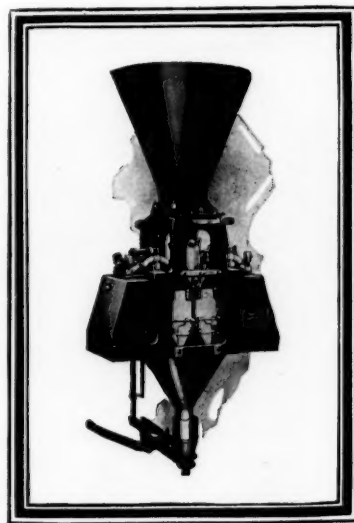
Count that fractional overweight by its effect on a whole year's production. It may mean the whole difference between black figures and red; it most certainly means a loss of profit.

It is unnecessary.

AMF Automatic Weighing & Filling Machines are made which will *accurately* give you balanced weights of materials in your packages, whether that material be grains, cement, fertilizer, cocoa, peas, drug, cocoanut or any other powdery or granular material.

Hundreds of users have found these machines to be the practical and economical solution to the problem of living up to the net weights statutes without wasting overweights. Send for description bulletins now.

AUTOMATIC WEIGHING MACHINE DIVISION,  
AMERICAN MACHINE & FOUNDRY CO.  
511 Fifth Ave. N. Y. City



No. 200 Automatic Net Weigher, with  
double scales giving practically  
continuous discharge

 AUTOMATIC MACHINERY 

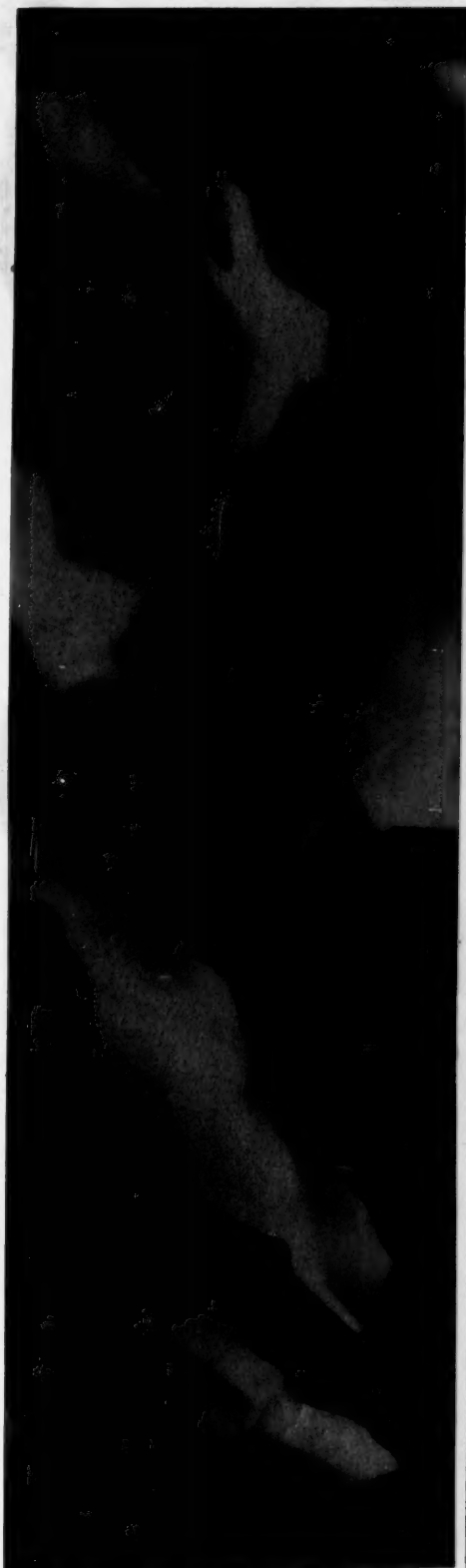
# CHARM & BEAUTY

**T**amm pa-  
pers cor-  
rectly express  
the mode *of*  
the moment.  
Always abreast  
*of* the times  
with new ideas  
in box papers  
that vitalize  
your sales.

**TAMM & CO.**

68 DUANE ST.

NEW YORK, N. Y.





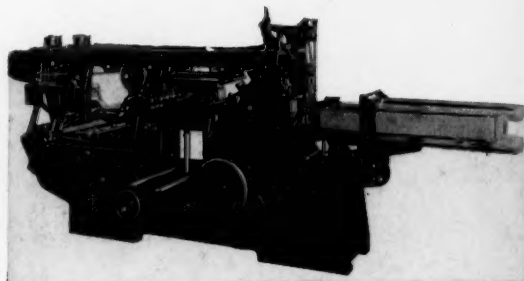
# Put your Ear to the ground!

This message is frankly addressed to the "old-timers" in the packaging industry—those who have seen the passing of the gas jet, the "tin bath tub," and the "cracker barrel." You who have seen the coming of the "modern package"—just put your ear to the ground once more!

For now the Stokes and Smith engineers have produced the ultimate in "tight-wrapped" packages with their ingeniously designed Package Wrapping Machines, which are entirely automatic, producing neat, distinctively attractive packages, with unusually large advertising space. Not only do these "tight-wrapped" packages result in increased sales, but they are consistent builders of good-will.

Inquiries on any packaging problems are invited.

We manufacture a complete line of packaging machines—filling—sealing—tight wrapping.



*S & S Tight Wrapping Machine*



*Typical S & S Tight Wrapped Package*

## STOKES & SMITH COMPANY PACKAGING MACHINERY

FRANKFORD, PHILADELPHIA, U. S. A.  
LONDON OFFICE—23 GOSWELL RD.





ng

# ● ● ● MEET ● ● ● MODERN DEMAND

Specialty papers, like hundreds of products, must meet the modern demand for glowing color and original design. Consumers of paper boxes know that increased sales result from containers which are outstanding.

The keynote of attraction in this day is color. Specialty Papers by Dejonge are not haphazardly designed. New colors and patterns are produced in answer to the modern demand.

Dejonge Sample Book No. 115 will give you new ideas in specialty papers. You may have this book for the asking.

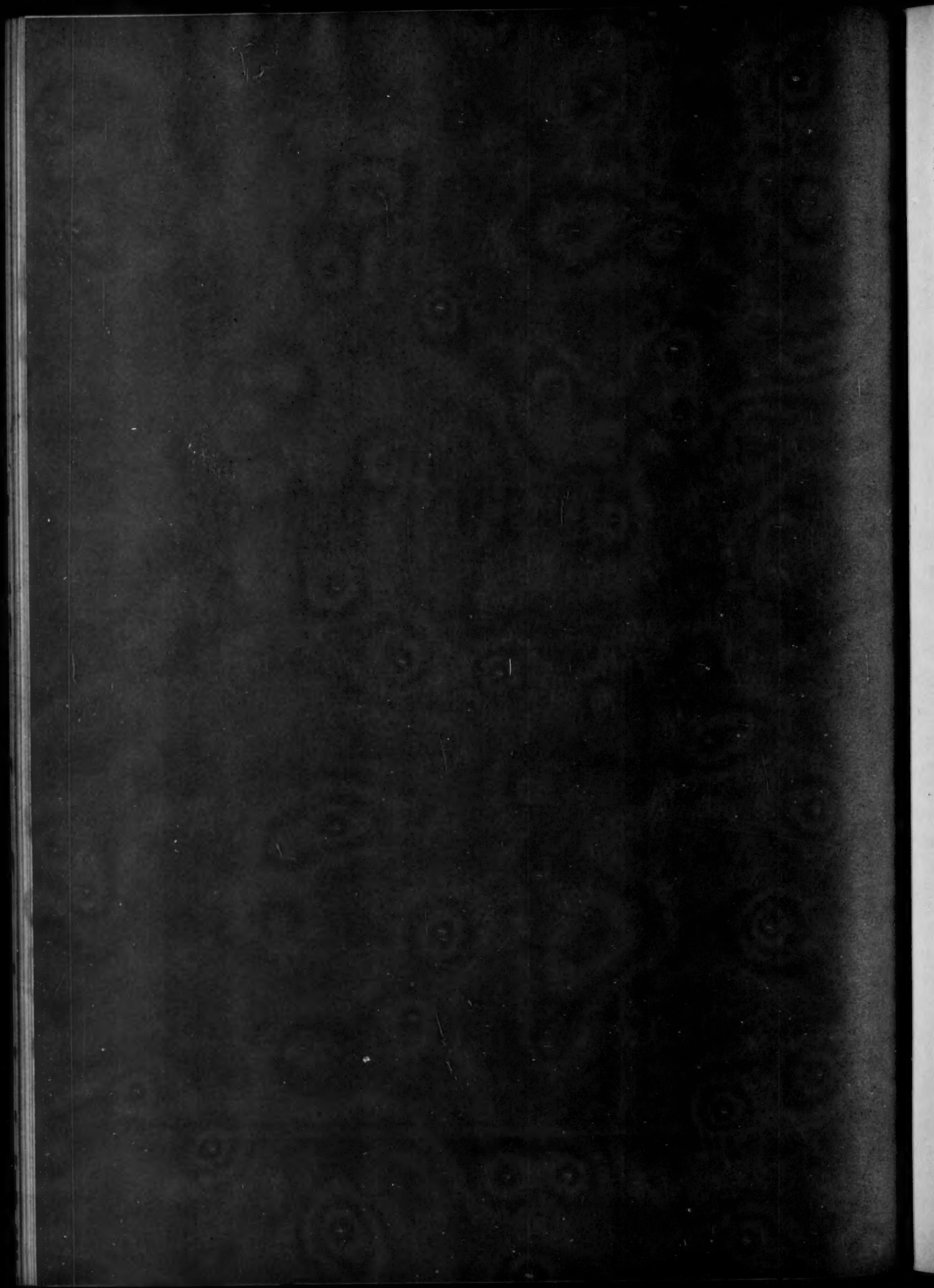


**LOUIS DEJONGE & CO.**

NEW YORK

CHICAGO

PHILADELPHIA



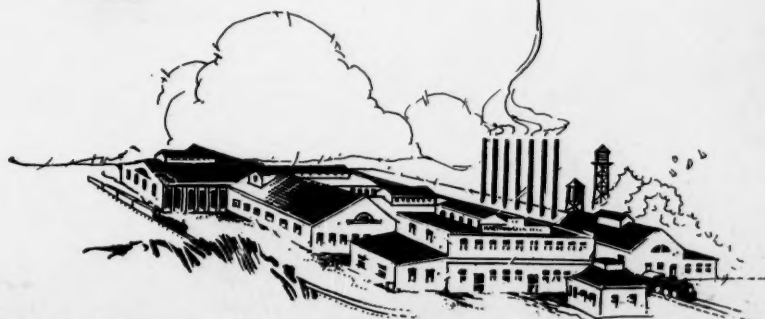
# THE PRESTIGE OF A NAME

**T**HROUGHOUT the 24 years, since the Hartford City Paper Company started manufacturing Glassine, Greaseproof and Embossed papers, the name of Hartford City has stood for a courageous, forward-looking progress, that has envisioned a far greater task than the mere manufacturing of paper.

The research and development work to make packaging and package merchandising easier and more profitable for you has been their goal for years.

Your inquiries concerning the adaptability of Hartford City papers to your special needs will meet with a wealth of information that will clarify your problems.

*Specializing in Glassine, plain and embossed, Greaseproof and Manifold papers, 12½ to 50 pounds; Four Color Printing, and Die Cutting.*



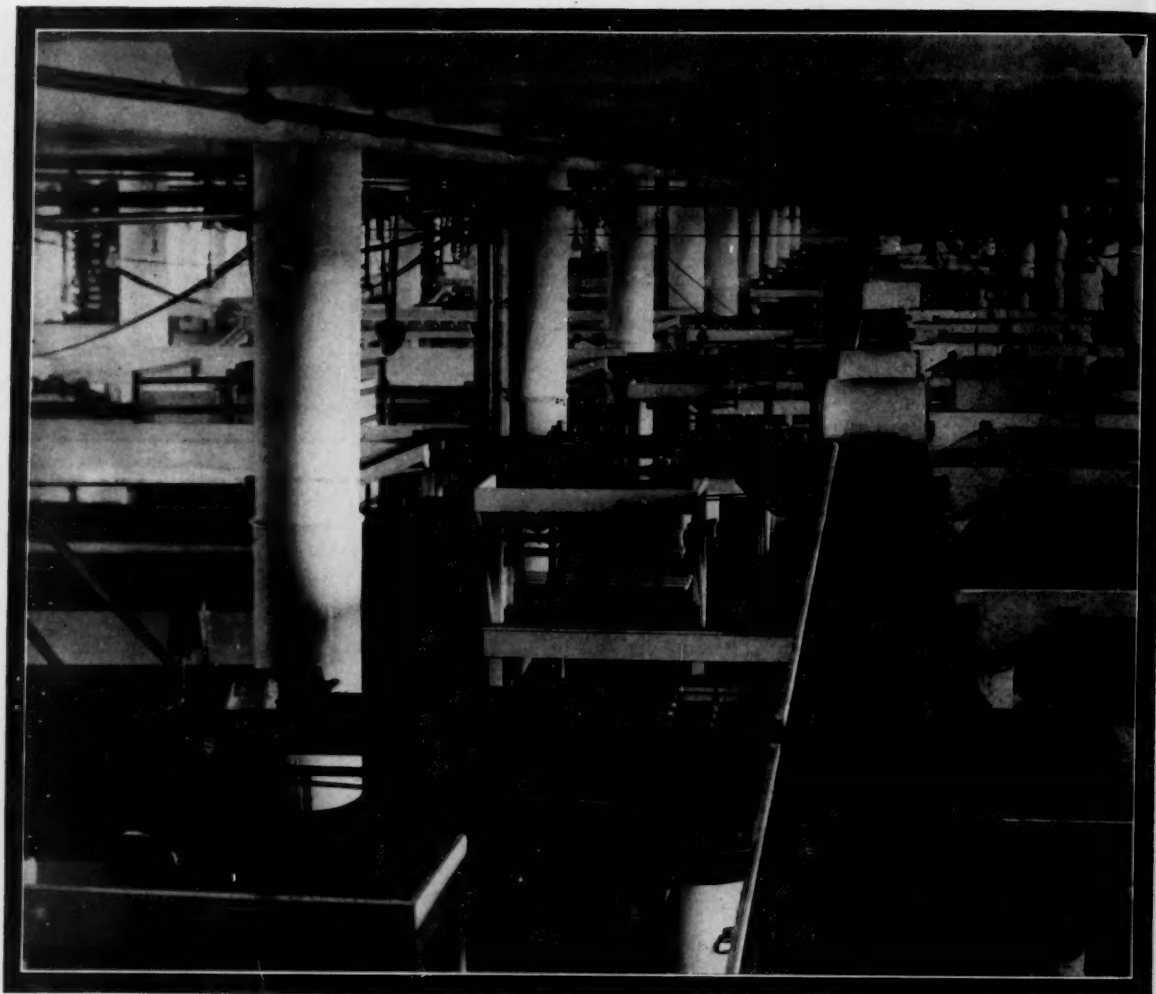
## HARTFORD CITY PAPER COMPANY

NEW YORK OFFICE  
1001 WOOLWORTH BLDG.

HARTFORD CITY, IND.

CHICAGO OFFICE  
618 FIRST NATL BANK BLDG.





## When Shrewd Buyers Re-order

**I**T takes more than just a well-established name to induce careful buyers to re-order the same make of cartoning machines year after year.

Leaders in the Packaging Industry—the largest users of Packaging Machinery consistently re-order Peters Machinery, because they produce

### **SANITARY PACKAGES**

**MOISTURE PROOF DUST PROOF ODOR PROOF**

—because they cost less to operate and maintain, do their work better and stay on the job longer. Their performance in plants of many national advertisers proves this. Their names on request.

***CARTON-FORMERS and LINERS; FOLDING, CLOSING,  
WRAPPING and SEALING MACHINES***

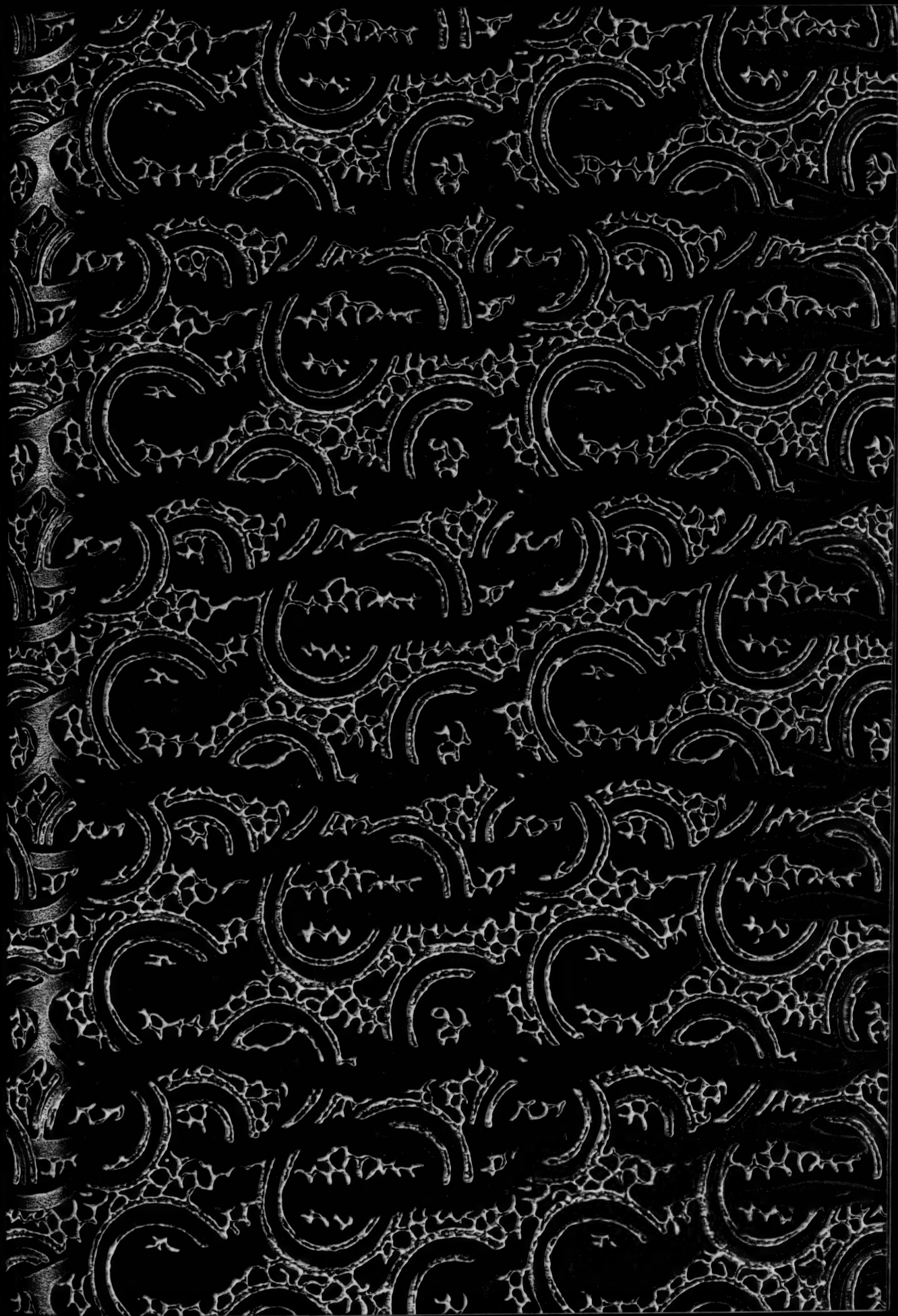


**PETERS MACHINERY COMPANY**

GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE

**CHICAGO, U.S.A**





# BUNNIES EASTER

## RIOTOUS COLORS

Something striking for the Glorious Easter—something unique — attractive — compelling — yet dainty and charming — something that will help sell the Easter Package — especially designed. Try a HAMPDEN FANCY BOX PAPER — MULTICOLOR. A sample on your request.

*Sold Exclusively by*

HAMPDEN GLAZED PAPER & CARD CO.  
Holyoke, Mass.

New York Office  
JAMES A. LEYDEN  
501 Fifth Avenue

Philadelphia Office  
J. A. STUCKEY  
486 Bourse Building

Chicago Office  
and Warehouse  
500 South Peoria Street

San Francisco Office  
CHARLES A. KASS  
7 Front Street

Canadian Agent  
P. B. COFFIN  
140 King Street, West  
Toronto, Canada

Distributed by  
FRED'K JOHNSON CO., LTD.  
140 Southwark St.  
London, S. E. 1, England

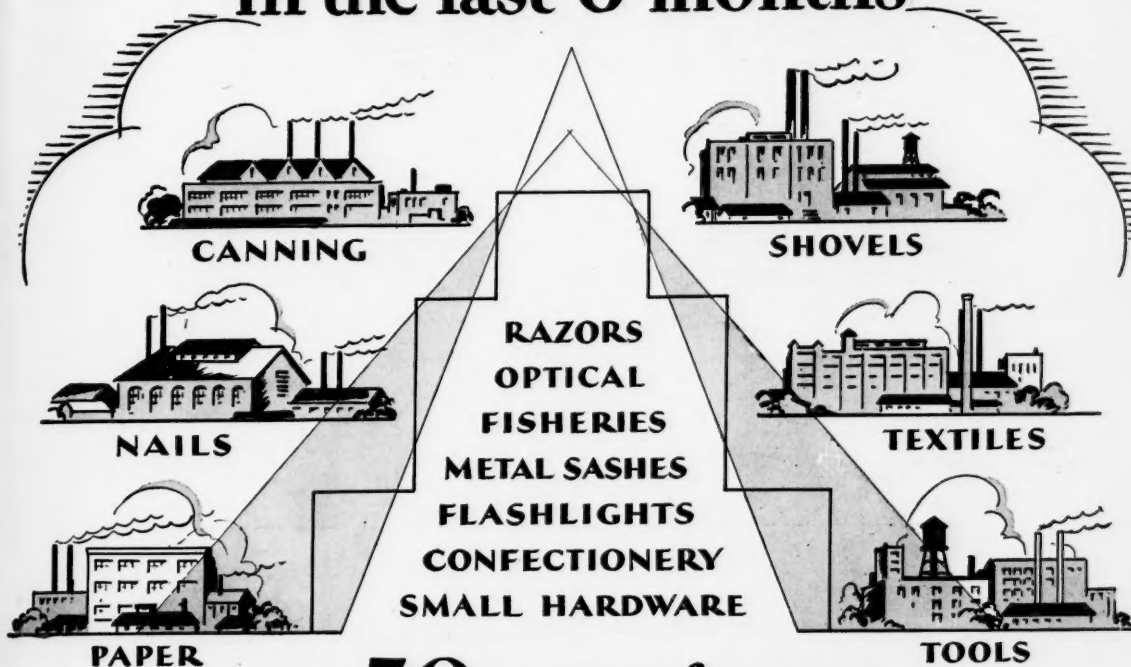
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## In the last 6 months



## over 50 manufacturers have cut manufacturing costs, speeded production **THIS WAY**

**I**N these days of highly competitive selling, with sales costs soaring up to the skies, manufacturers are giving more thought to reducing production costs than ever before. It is a simple problem in arithmetic. Decrease your production costs and you increase your profits without increasing your sales.

In nearly every plant there is some process which is still being done by hand because no machine has ever been built to do the work. In the last six months Special Production Machines has replaced this costly human factor with efficient machines specially designed for the purpose, in a number of the country's leading industrial plants. In a good many plants we have made semi-automatic machinery completely automatic and speeded up their present

machinery to higher production. In a number of cases we have helped manufacturers carry their own production research to a successful conclusion, at a lower cost than they could have done it alone. In nearly every plant that has used this service we have been able to cut costs, speed production and often improve the appearance of the finished product. Any new machines designed and built for your use, any new production methods or processes installed by us in your plant, are never revealed to anyone else. You alone derive the benefits of our work.

*a machine*  
**CAN DO IT**

A booklet describing the services of Special Production Machines, how it operates and how it is serving manufacturers, will be sent on request. Special Production Machines, Inc., Norfolk Downs, Mass.

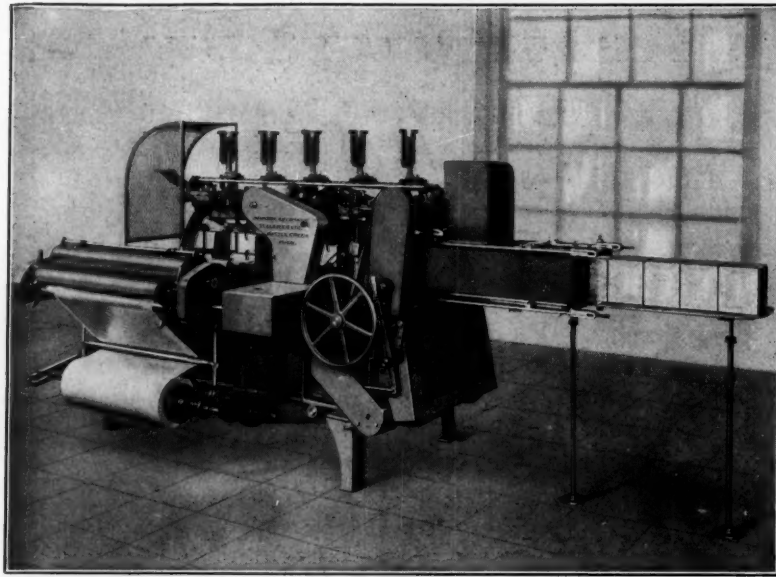
## SPECIAL PRODUCTION MACHINES

— INC. —

A Division of

**PNEUMATIC SCALE CORPORATION, LIMITED**

*For over thirty-five years Pneumatic Scale Corporation, Limited, has manufactured automatic labor-saving machinery for many of the world's largest producers of merchandise.*



JOHNSON Automatic WAX WRAPPER

## POINT 9 Increased Package Value Means Greater Sales and Profits!

### THE 10 Point Line

- 1** Fitted to Your Plant Requirements!
- 2** All Parts Made in Our Own Plant!
- 3** Modern Design, and Constantly Kept So!
- 4** Same Day Shipment of Your Parts Orders!
- 5** Speed with Accuracy, Safety and Efficiency!
- 6** Progressive, Straight Line yet Flexible Packaging!
- 7** Fully Automatic in Operation—Labor Costs Practically Nil!
- 8** Units for Small as Well as Large Manufacturers!
- 9** Increased Package Value Means Greater Sales and Profits!
- 10**

JOHNSON Automatic PACKAGING MACHINERY gives increased value, attractiveness, service and selling power to your package.

The jobber, the dealer, the consumer—all react favorably to the obviously improved appearance, positive protection and cleanliness of a JOHNSON-packaged product.

Investigate the complete JOHNSON 10-point LINE before buying. It is far better to be sure you bought the right machine—than to wish you had.

Call in a JOHNSON Sales Engineer with hundreds of successful installations to his credit. He can help you.

*Descriptive literature sent upon request.*

**JOHNSON AUTOMATIC SEALER CO., Ltd.**

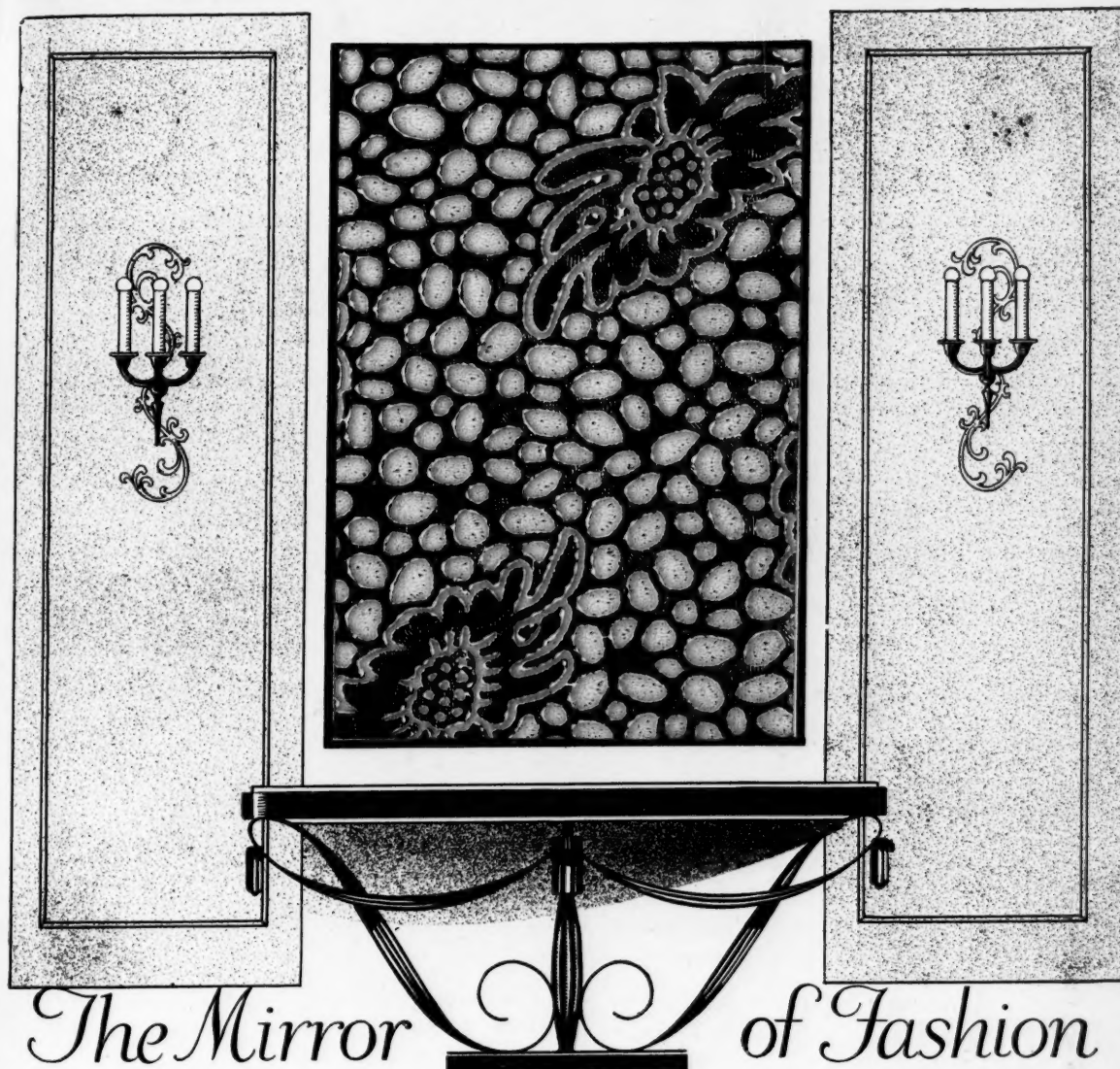
**Battle Creek, Mich., U. S. A.**

30 Church St., New York City      228 No. La Salle St., Chicago, Ill.

# JOHNSON

## AUTOMATIC PACKAGING MACHINERY

Manufacturers of Complete Packaging Units—Net Weight Scales; Gross Weight Scales; Bottom and Top Sealing and Lining Machines (with or without Automatic Carton Feeders); Wax Wrappers and Glassine Wrappers.



## *The Mirror of Fashion*

... fashions change, colors vary, designs grow old and hoary with repetition, but the hall mark of character, distinction and sales production that Pinco instills in their papers live forever.

Pinco originates the fashion that is reflected from every inch of Pinco Papers. White Python Papers reflect your desire for new, modern effects on Pinco's brilliant Gold and Silver Papers.

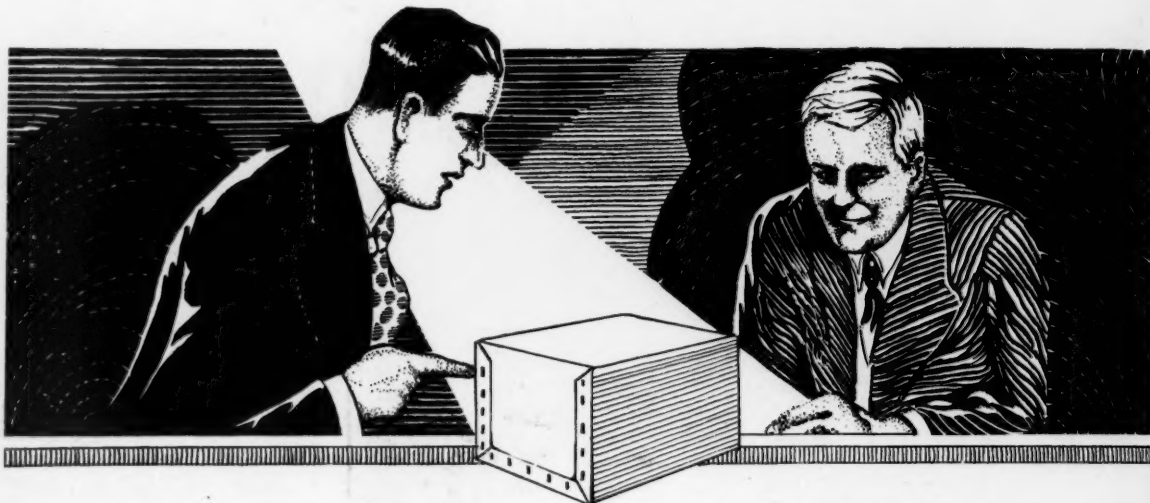
**CAMDEN**  
New Jersey

**PINCO PAPERS**  
INCORPORATED

**CHICAGO OFFICE**  
1566 Conway Bldg., Chicago, Ill.



# THIS NEW DAY COMPETITION DEMANDS MODERN METHODS



**K**EENER competition, closer margins, costlier labor, higher transportation rates; all of these are combining to challenge your ingenuity to produce a better product at less cost.

**BLISS BOXES** are taking an increasingly important place in this new industrial development; they offer you the opportunity of cutting down your shipping costs to the bone and at the same time giving you a stronger and better box.

Leaders in industry have adopted **BLISS BOXES** because they find—

**BLISS BOXES** save money on the price paid the container supplier because the weight of the box governs its price, and

**BLISS BOXES** are lighter than any other type, because weight depends on area used, and

**BLISS BOXES** are less in area by between 8% and 30% depending on the length, width and depth of the box.

**BLISS BOXES** save money on freight because less freight is paid

on lighter weight. Freight charges are often lower by  $\frac{1}{4}\phi$  to  $\frac{1}{2}\phi$  per case.

**BLISS BOXES** are stronger because built like a trunk with reinforced corners where containers are most likely to give way, and vertical grain across vital seams.

**BLISS BOXES** solve the tangle of miscellaneous sizes because of their adaptability to unusual factory conditions.

**BLISS BOXES** reduce handling costs when supplemented by **BLISS Sticking Machines**.

It will pay you to meet this new competition by investigating the **BLISS BOX**. Simply send us a list of your box sizes and we will let you know what your percentage of saving will be. This, without obligation, so write at once!

**BLISS BOXES** are made by all leading box manufacturers. If your supplier is not licensed, he can become so.

**Ship in BLISS BOXES**

**H. R. BLISS COMPANY, Inc.**

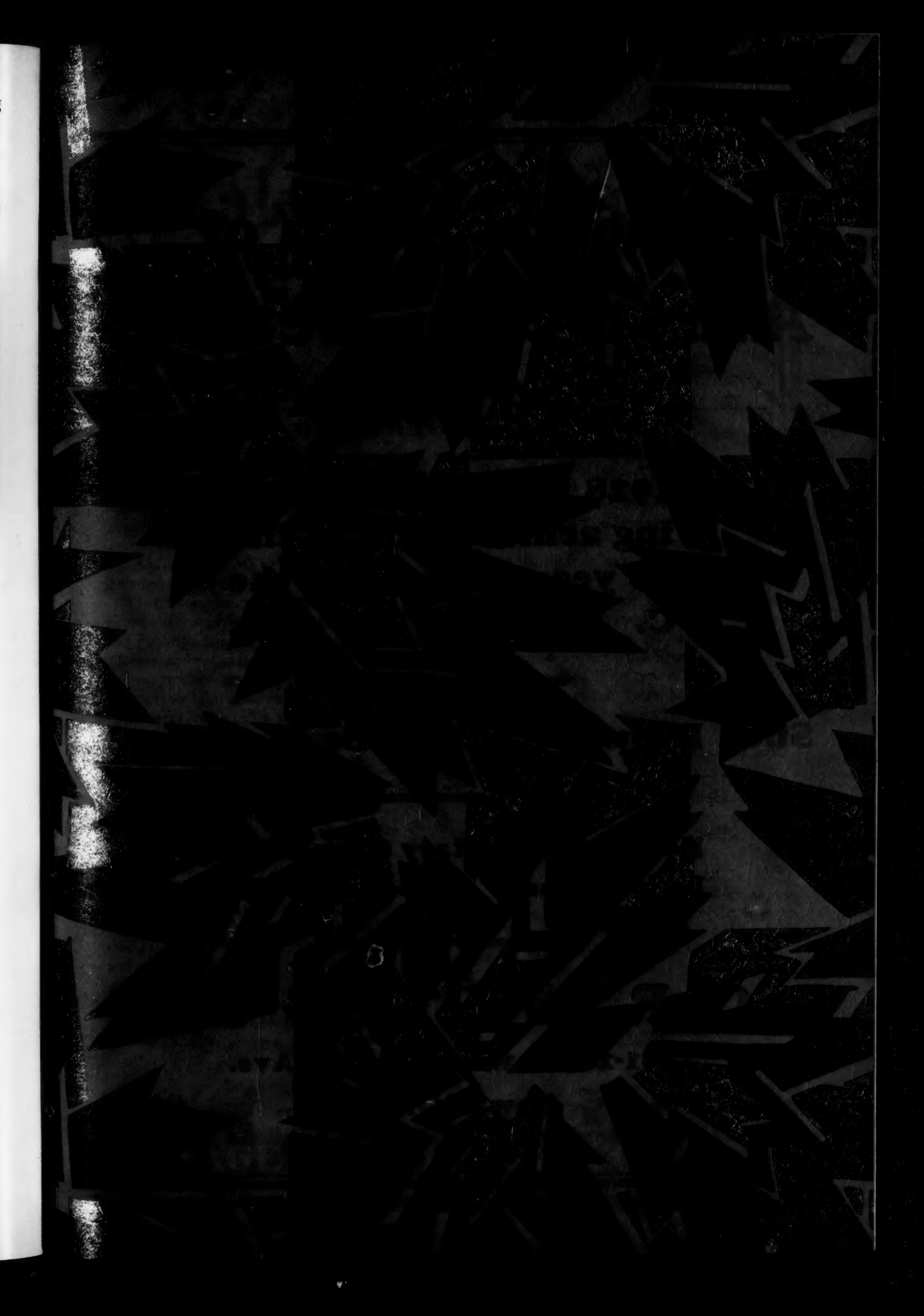
*Manufacturers of wire stitching and adhesive sealing machinery for fibre containers of every description.*

**NIAGARA FALLS, N. Y.**

50 Church St., NEW YORK

SAN FRANCISCO, CALIF.

Transportation Bldg., CHICAGO





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# **The Reception of American Beauty Papers**

**in 1928 is the most astounding  
achievement in the  
30 years history of the  
C. R. WHITING CO.**

---

**Such Popularity Must Be Warranted**

---

**New Supplementary Sample Book  
Is Now Ready. • Send For Copy**

---

**C. R. WHITING CO.**

**281-287 New Jersey R. R. Ave.**

**Newark, N. J.**

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# Take a new look at your package

How does it stack up against  
modern competition?

"Take a new look at your package." This suggestion might very well be made to many manufacturers who are asking themselves "How can my product be given greater sales-appeal?"

We do not mean to infer that it would be wise to change the features with which the public is familiar—the label, color scheme, name, etc. But there are modern refinements in wrapping that many manufacturers are taking advantage of—to give their packages a quality appearance, and to ensure better satisfaction in the use of their products.

The use of a Cellophane wrapper, for example, does not change the familiar appearance of your package one bit—but think of how much it adds to the tone!

If the success of your product depends upon the public's enjoying it in its freshest form, consider what the waxed-glassine wrapper has to offer. Brittle candy, crackers, cigars, cereals, etc., are ever so much fresher when protected against moisture and outside odors by the waxed-glassine wrapper.

Or perhaps your product is packed in ordinary printed cartons. Do you realize how much better printing you could ob-

tain by the use of *wrappers*? Wrapper paper can take finer printing—it's as different from carton stock as this magazine paper is from newspaper.

In some cases a really radical change is desirable. Some cough-drop manufacturers, for example, have found it advisable to put their product out in tablet form, wrapping it in foil, in the way mints are wrapped. This type of wrapping protects the cough drops better, and they don't fall out in the pocket after the package has been opened, as they do when packed in the old-type card-board box.

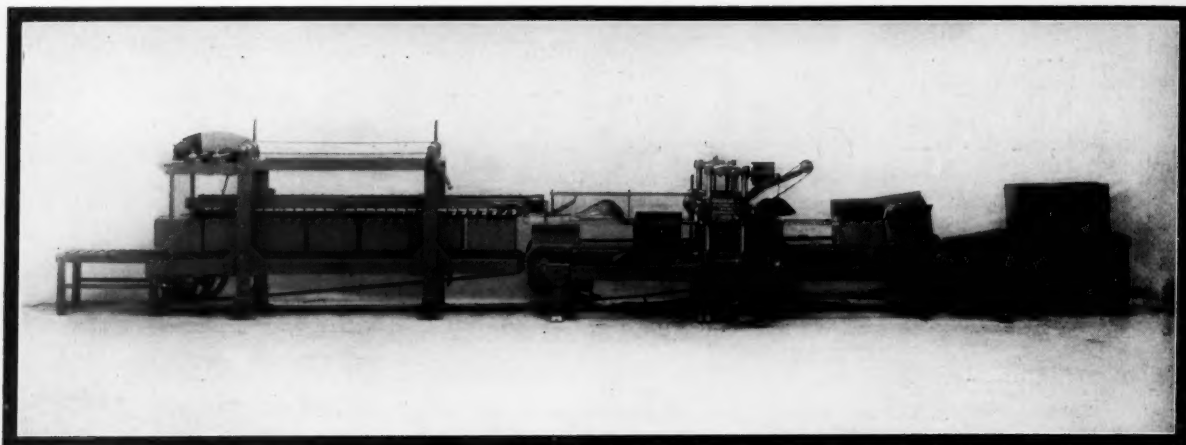
We have worked closely with the leading package goods manufacturers for the past 25 years, devising better forms of wrapping, and supplying the machinery to do the work at lowest cost.

Take a new look at your package. Is it doing a real selling job? If not, let us see what we can do to lift it above its competitors. Get in touch with our nearest office.

**PACKAGE MACHINERY COMPANY**  
Springfield, Massachusetts  
New York: 30 Church Street  
Chicago: 111 W. Washington Street  
London: Windsor House, Victoria Street



**PACKAGE MACHINERY COMPANY**  
*Over 100 Million Packages per day are wrapped on our Machines*



# American Chicle Company

## *Specifies Standard Equipment*

**S**TANDARD top and bottom sealers are used on all fibre containers for the enormous output of the American Chicle Company because these machines operate without the use of any labor whatever. Gravity conveyors carry the containers to the intake end of the sealer, making the installation 100% automatic.

*Write our Engineering Department  
if you have a sealing problem*

MAILER SEARLES, INC.  
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San Francisco, Cal.

JOHN S. WILLARD & SON  
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**Standard**  
SEALING EQUIPMENT CORPORATION

Rawson Street and Queen's Blvd., LONG ISLAND CITY, N. Y.

CHICAGO, ILL.  
208 West Washington St.

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Windsor House  
Victoria Street, S. W. 1.







# WHAT IS PACKAGE INSURANCE

## ?



Package Insurance means **PROTECTION** for your carton and its contents...

Protection from moisture if the life or value of your product is affected by atmospheric changes.

Protection from grease if your product contains shortening or other ingredients that will affect the appearance of your carton.

Protection from losing the sales value of a well-printed carton if your outside wrapper is not transparent.



RIEDEL'S  
WAXED  
**GLASSINE**



is Moisture-proof, Grease-proof, Self-sealing and Transparent—four important requisites of a really efficient wrapper for perishable products that must be displayed to be sold.



**Write For Sample**

Made by

**THE WARREN MANUFACTURING CO.**

342 Madison Avenue, New York, N. Y.

Chicago Office: 111 W. Washington St.

## ELEVEN MACHINES IN ONE



*Eleven different sizes wax wrapped on one machine*

This installation made in the plant of a prominent Middle West Manufacturer.

### The Results:

Elimination of hand labor on all sizes, none of which warrants a one-size individual machine.

Investment in one machine only.

Continuous steady production for the machine—changing from size to size as production warrants. (The machine can be changed from size to size in five minutes' time. It is not a matter of adjustability—simply a definite exchange in equipment, exactly built for the package to be wrapped.)

Perhaps in your plant the daily total of packages, hand wrapped, warrants the installation of an automatic machine (possibly a group of your odd sizes), but this total may be the combination of two or three, sometime more, sizes.

Separately they do not warrant individual wrapping machines for each size, but in combination you could make a large saving over hand wrapping.

If so, we have an interesting message for you.

For Particulars

Mail sizes or sample packages with brief description

TO

**BATTLE CREEK WRAPPING MACHINE COMPANY**

*Manufacturers of Custom Built Automatic Wrapping Machines*

**BATTLE CREEK, MICHIGAN**







# PAPERGLAS

GREASEPROOF

MOISTURE PROOF

*Transparent*

*Economical Protection  
for Your Goods*

**A**LWAYS clean, fresh and attractive. Paperglas keeps your products in the show window of increased sales. Tough, and durable, it insures against soilage and mutilation.

Sold in sheets or rolls. Plain or embossed in sixteen beautiful designs.

Write for samples, prices or suggestions on—

**PAPERGLAS**

WESTFIELD RIVER PAPER COMPANY, Inc.  
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New York Sales Office: 501 Fifth Avenue





# Modern Merchandising Aids

**WHEN** your package carries a Bendix Box Wrap, Box Band or Holiday Card you have that contented feeling that your package holds the center of the sales stage.

Designs of originality and freshness, true color values, brilliant golds and exquisite workmanship proclaim Bendix products.

*May we submit suggestions?*

## Bendix Paper Co.

113 Fourth Ave. New York

## THE EGER COMPANY

MANUFACTURERS AND DISTRIBUTORS OF

OUR SPECIALTIES

POTATO CHIPS

PRETZELS

HORSE RADISH



### FOOD PRODUCTS

SANDUSKY, OHIO

OUR SPECIALTIES

HAND ROLLED

ICE CREAM

CONES

March 16th 1928

The Exact Weight Scale Company  
Columbus Ohio

Gentlemen:

In our daily production we average 2000-lbs of Potatoe Chips in 2-oz packages. Our weighing was just as accurate as ordinary scales make possible with average class of labor.

Four years ago we became interested in "EXACT WEIGHT" SCALES, and a check weigh of our finished packages with one of your scales proved to us conclusively that we were suffering an overweight loss approximating 12½%, averaging 1/4-oz in each package.

We immediately installed one of your late models in our Packing Room. We have since added another. They have paid for themselves several times over by recovery of losses that were eating into legitimate profits. Needless to add that we heartily recommend these scales to packers who are having weighing problems of this kind.

Very truly yours

THE EGER COMPANY

By *Geo. G. Eger*



“—paid for themselves  
several times over”

Mr. Geo. G. Eger's letter reproduced above is a particularly interesting specimen of the many testimonials, which are voluntarily offered by users of "EXACT WEIGHT" SCALES from all over the civilized world.

May we send a field representative to make a survey of YOUR weighing operations? No obligation, of course.

# “EXACT WEIGHT” SCALES

THE EXACT WEIGHT  
SCALE CO.

1310 W. Spring St.  
Columbus, Ohio

Makers of Scales for every business, weighing from 1/100 oz. to 1000 lbs.

Canadian Representatives

W. & T. Avery, Ltd.

Toronto Montreal



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Exposition . . . Something entirely  
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to attract attention . . . make a note now  
to stop at the Automat display . . . make our  
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## **COLLINS FUTURIST BOX PAPERS**

**A** NEW offering—by Collins—  
that will add pep and anima-  
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brilliant colors—Red, Blue, Green,  
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Write for the complete box of  
Swatch books if you do not  
already have them on file.

**A. M. COLLINS MFG. COMPANY**  
1518 Walnut Street, Philadelphia





# More Than a Mere Carton

**D**ISTINCTIVENESS in the clothing of your commodity is of first consideration, because things are purchased a great deal upon their looks.

The modern trend is towards simplicity of design, elimination of details and expressing only the bare essentials.

A carton well designed, characteristic of your product, is more than a mere carton. It is a silent salesman on the dealer's counter, being face to face with the consumer.

At the Plant in Rochester our craftsmen are trained to express this quality of interpretation in Design and Lithography.

If you have a merchandising problem that requires a carton or display container we will gladly assist you in bringing forward a distinctive selling unit.

## Rochester Folding Box Co. *Lithographers*

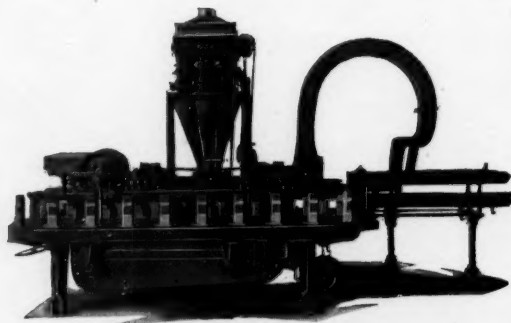
MAIN OFFICE AND PLANT:  
ROCHESTER  
N. Y.

Eastern Sales Office:  
280 Madison Ave.,  
New York, N. Y.





## ***Ferguson Packaging Machinery Gives Packages a Profitable Correctness***



To have your packages correct—and at the same time to have the cost of making them so low that you can make a satisfying profit—that's your problem if you are trying to carry on a modern business. Then you want Ferguson Packaging Machinery.

For Ferguson machines are designed and constructed to give better service. They produce packages that are correct, that make your product look as important as you want it to. And at the same time, by their almost unbelievable speed, they save you untold labor and expense.

Whatever you want packaged, there is a Ferguson machine that will do it correctly, at enormous saving.

***It is better business to pack with  
Ferguson Machinery***

CARTON SEALING MACHINES  
AUTOMATIC SCALES and FILLERS  
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CONTAINER SEALING MACHINES  
SALT CAN FILLING MACHINES  
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*Get in touch with us.*

*Ask to consult with a Ferguson engineer.*

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# MODERN PACKAGING

11 Park Place, New York, N. Y. Copyright 1928.

VOLUME TWO  
NUMBER TWO

NEW YORK, October, 1928

\$3.00 FOR THE YEAR  
35 CENTS A COPY

## Metal Containers as Packages

Durability, Resistance to Shop Wear, Long Life and Reuse Value Offer Advantages of This Type to Manufacturers of Various Products—Outline of Factors That Play Important Part in Sales and Utility

THE adoption of a package for a new product or a change to a new package which is to contain an established product must be viewed, in the last analysis, from the standpoint of its *sales function*. Has the container sales value? Will it create the necessary attention in the minds of potential purchasers to produce a distribution of the product that assures a profitable return to the manufacturer of that product? the sales function of the container. Recognizing the importance of advertising in its relation to sales and the part which the container plays in the advertising campaign, it is obvious that unless the package



*Protection of contents, durability and convenience are characteristic of lithographed metal containers*

THE following article has been prepared from material included in a booklet, "The Sales Value of the Container," written and issued by The Passaic Division of The Continental Can Co. The illustrations, including the reproduction on the front cover, have also been furnished through the courtesy of the Continental Can Co.—Editor.

In creating this attention, the package must overcome any handicap placed upon it by other packages containing similar products and, to a limited extent, those containing different products. So much for

successfully meets requirements the advertising effort will be substantially discounted. Space advertising may start sales action—but it takes the sales energy exerted by the attractive container to complete the sale.

THE average manufacturer has a natural pride in his product; he has a logical and selfish interest in producing a commodity which exceeds or holds its own in quality with a similar product made by his competi-

tors. However successful he may be in this regard, something is necessary besides the product to induce selling action and to rise above competition. That something is invariably found in the better container. The quality package—the right package for the right product—is a powerful purchase-inducing feature because it reflects the high quality of the product that it protects as well as advertises at the point of sale.



*Metal containers can be used for wide range of products*

tion and sales? His production operations may be highly efficient, he has arranged for ample wholesale and retail outlets to assure successful distribution, advertising and other promotional plans are under way. What is to prevent his competitor, with an equally good product and similar promotional arrangements, from breaking into his market with a better and more effective container? The better container, there-

fore, can be regarded in the light of insurance against successful competition—it furnishes one of the strongest means of minimizing competition.

and loss in shipment and in the retail stores when containers are used. Furthermore, the providing of containers promotes sanitation and cleanliness in the handling and preservation of merchandise. Another point which is applicable to many containers and is of advantage in their use as convenient receptacles when emptied for other products.

Prospective purchasers sense good taste in the design and utility value of a container—they infer that the product inside is of equal merit, and a sale results. This impression does not necessarily cease with the removal of the container from the store shelf. It may be, and generally is, under observation in homes and elsewhere, continuing to function in helping to build sales for the product. Actually, the outside of the container is a poster display and performs as such. Therefore, the matter of container design or decoration is of vital importance. Acceptability of container design by purchasers is immediately reflected in the dealer's preference which, in turn, secures from him a proportional allotment of display space.

Uses of a product and the class of people to whom the product is sold determine the most appropriate size of container to be used. It is obvious that the decision on this point must come as the result of a study of consumer preference. This is likewise true for the selection of the most appropriate shape.

Lithographed metal containers offer substantial durability, reducing

*(Continued on page 32)*



*Lithographed cans present dignified appearance*

Of the three functions or services to its contained product which should be expected of every package—protection, identification and sales assistance—the last perhaps offers more room for study and improvement. The more useful the container, the greater the selling power; the more attractive design will offer easier identification and greater sales appeal. But the selling power of a container, due to the degree of sales energy in its appearance and due, also, to its utility value, can be a far greater asset than its strictly basic value as a convenient method of distributing goods.

Every manufacturer seeks reduction of competition. A product similar to his is made and distributed by others. How, then, is he to meet the problems of successful distri-

CONSIDERING the utility advantages which a container may possess, we can assume that these include all of the advantages outside of appearance. A container protects the manufacturer in guaranteeing the quality of his product since the substitution of the package is difficult if not impossible. The use of containers reduces the time in the handling of the product, both at the plant and in the retail stores. There is less damage



*Lithographic metal packages for insecticides*

# The Packaging of Chewing Gum

High Speed Wrapping and Cartoning Operations Employed by American Chicle Company in Preparing Outstanding Brands of Product for Distribution—Conveyor System and Other Automatic Equipment throughout Plant

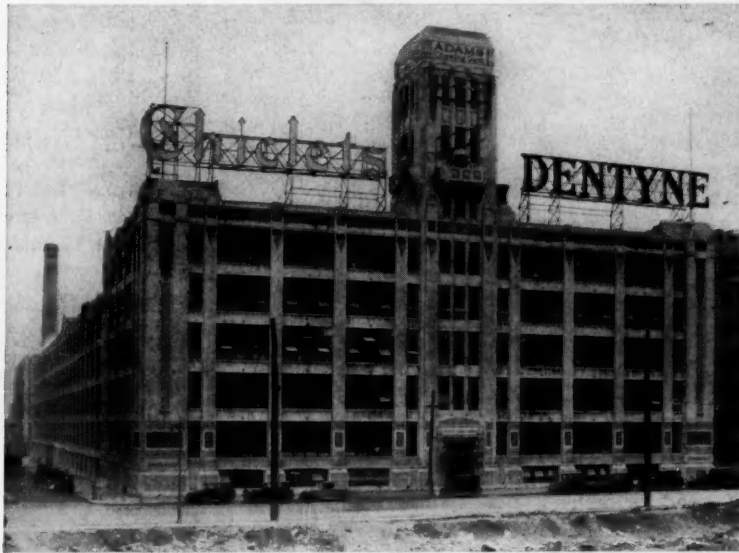
By D. E. A. CHARLTON

TO those unfamiliar with the history of America's seventh industry, it may not be known that the earliest shipment of chicle was made to this country for the purpose of determining the possibilities of this substance as a substitute for rubber. These experiments met with slight success but subsequent studies of its properties proved its adaptability as a base for chewing gum, and the first commercial production of what today forms one of the most popular and beneficial gustatory treats was instituted.

The obtaining of chicle, the latex or sap of the sapote tree which grows abundantly in the Yucatan Peninsula of Mexico, British Honduras and the northern half of Guatemala, is an interesting story in itself. Likewise the

manufacture of the chewing gum which is prepared in various flavors and shapes for popular consumption. Briefly, the latter operations consist first of sorting, seasoning, fusing,

brands are held by the public are introduced. From the mixers the gum emerges ready for the kneaders which reduce or knead each batch to a texture of velvet perfection—smooth and free from lumpiness. In each of the processes noted, every care and precaution is taken, necessary analyses are made to assure consistency and conformity to established formulae and recipes, and no effort is spared to produce a product that meets every requirement. The gum is now ready to be made into the various forms to be packaged for the public's use.



The American Chicle Co. plant at Long Island City

cleansing and purifying of the chicle. These steps are followed by a mixing process during which sugar and the necessary flavors which have so much to do with the favor in which certain

SUCH in brief is the story of the production operations conducted by the American Chicle Co. at their Long Island City plant. Adams Sons & Co., W. J. White & Son, Dr.



Batteries of stick gum wrapping machines



Chiclets are packaged in automatic machines





Striking car cards feature the brand packages

Beeman, J. P. Primley and the Kiss-Me Gum Co., together with the S. T. Britten Co., formed the original organization of the American Chiclets Co., organized in 1899, which later absorbed the Sen-Sen Co., Flee & Co., Curtis & Co., Groves and, lastly, the Sterling Gum Co. In 1920 the manufacture of all the brands of this consolidation was concentrated in the Long Island City plant, although the company also maintains factories at San Francisco, Toronto and Mexico City. This building, five stories high and covering a city block, besides containing complete equipment for every process of chewing gum manufacture and packaging also includes the general offices of the company, a cafeteria and adequate rest rooms for employees. A list of the most popular chewing gums and confections made and packaged at this plant is as follows: Black Jack, Adams Pepsin Mint, Beemans Pepsin, Dentyne, Chiclets, California Fruit, Yucatan, Sen-Sen Breathlets, OK, Jumbo, Kiss-Me, Sen-Sen Gum, Adams Fine Star, Ball Gum, Chiccos and Tomascars.

RETURNING now to the masses of ready-to-chew gum we find that these are put through various types of rolling and scoring machines which produce sticks of several sizes and shapes, tablets and balls. As each batch is reduced by stages to the proper thickness of sheet a liberal supply of powdered sugar is added, which not only prevents sticking but also increases the goodness of the product. The stick gum is rolled into a long smooth sheet, 12 in. to 15 in. wide and apparently without end, and then passes under scoring knives which mark off widths and lengths in geometric patterns. Cutting knives then slice off the gum in hundred-stick squares and girls wheel the trays to the final seasoning room. Before going to the

wrapping machines, the scored sheets are broken into sticks so that they can be placed in the feed magazines.

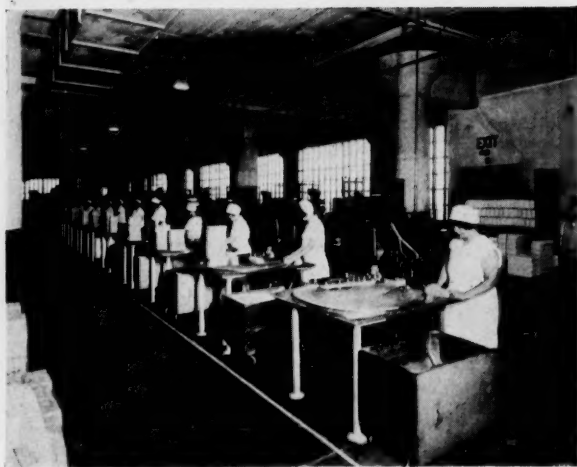
In making Chiclets, the gum is not rolled as thin as for the sticks and the scoring is therefore deeper which enables the squares to be broken up by machines. The squares are then placed in revolving drums or coating pans into which melted sugar is introduced as the drums revolve. The sugar slowly adheres to the gum centers. Constant rotation in the final kettles, after the coatings have hardened, imparts the polish. A similar process is used in the coating and polishing of the gum balls. In these processes, as in the preceding and subsequent operations, thorough systems of inspection are followed so that imperfections in coating or other deviations from the standard quality of the product may be eliminated.

TAKING up the packaging processes of the several brands we find that automatic machines are used for every possible operation. Further than that, many of the display and other containers used for the packing of the individual packages are made from board which is either printed at the plant or received printed in sizes cut to fit the carton forming machines. Staying machines, for forming and reinforcing the sides of unprinted cartons are also in use. In arrangement, the several batteries of the various machines are so placed on the packaging floors as to permit minimum movement from each packaging operation to the shipping floor. Conveyor



Rolling and scoring machines for stick gum





*Battery of machines for filling and sealing small Chiclet packages*

systems, belt and spiral, provide inter-communication between all points through which the packages and the ultimate containers must be carried. On the packaging floors, as well as in the production departments, air conditioning systems are installed which assure even and satisfactory temperatures for each operation as well as healthful surroundings for the employees. The white uniforms of the operators, the preciseness which is followed in every detail of the packaging work and the general atmosphere of efficiency which prevails throughout the plant create a most favorable impression and one which is reflected in the quality of the products manufactured by the American Chiclet Co.



It may be said that there are two general packaging methods employed at this plant, one which applies to the gums that are prepared in stick form and the other which is used for the Chiclets and ball gum. In the latter the wrapping is dispensed with excepting in the case of certain sizes of "Chiccos," similar in form to Chiclets and having an extensive export demand, which are automatically wrapped in self-sealing waxed paper and banded with a printed wrapper.

CONSIDERING first the packaging of stick gum. As previously stated, the scored sheets of gum, after their removal from the rolling and scoring machines and the subsequent seasoning, are broken up into smaller

strips and finally into individual sticks so that they may be fed to the magazines provided for them on the wrapping machines. The operations performed on these machines are performed automatically and at high speed, some of the machines being capable of an output of over 500 packages per minute. The plain wrappers—waxed paper and linen vary, depending on the particular method which is to be followed in the packaging. Each machine carries individual rolls of waxed paper, on paper lined metal foil as required for the separate wrapping operation. In the simplest form of packaging used, the sticks are fed from the magazine and are separately wrapped in waxed paper or lined metal foil. They are then grouped or piled in lots of five, enclosed in the final wrapper and sealed. A modification of this consists of the applica-


tion of an additional wrapper, which encloses five of the wrapped sticks, preliminary to the placing of the final band or wrapper. Another practice is the banding of the individual sticks, following their wrapping. All of these operations are performed automatically and at high speed, some of the machines being capable of an output of over 500 packages per minute. The plain wrappers—waxed paper and linen vary, depending on the particular method which is to be followed in the packaging. Each machine carries individual rolls of waxed paper, on paper lined metal foil as required for the separate wrapping operation. In the simplest form of packaging used, the sticks are fed from the magazine and are separately wrapped in waxed paper or lined metal foil. They are then grouped or piled in lots of five, enclosed in the final wrapper and sealed. A modification of this consists of the applica-

*After smoking—*

*Soothes the throat*

**Chiclets**  
the original  
candy coated  
gum



BOX OF TEN 5¢

*Each product tells its story on car cards with a package*

chine, of a sealed double waxed wrapper around each box of 20 packages, the outside wrapper being printed with the name of the contained brand.

**I**N the packaging of the Chiclets and ball gum, three types of cartoning machines are employed. For the boxes containing ten Chiclets, each of the machines used permits a flow of six lines of tablets from the hopper. These lines feed two convergent lines that successively insert, in pairs, the required number into each carton which has been previously

operation is followed by a top and bottom sealing of the carton, and the packages are ready for packing and distribution.

Another interesting operation is that of the filling and sealing of the Sen-Sen packages or envelopes. Here the envelopes are fed from a magazine, each one compressed laterally to permit an automatic filling from a hopper, and then pass through a subsequent sealing unit where the flap is moistened and sealed. The packages are then placed in a display container which is enclosed in a chip-board container for shipment.

## Metal Containers as Packages

(Continued from page 28)

the return of spoiled packages and eliminating soilage and consequent obliteration of decorative design or informative material. The latter on the lithographed can is integral with the container so that there can be no loss of good will as the result of shop-wear or other causes that reduce the "vitality" of many containers. Metal containers are more frequently retained, and so serve as consistent reminders of the brands of products which they formerly held. They are kept longer and do not find their



Another view of stick wrapping department



Inspecting and packing boxes for final sealing

opened from its folded position. Both ends of the carton are then tucked in and the cartons are successively pushed on to the packing table where girls place them in set-up containers for the subsequent packing, inspecting and sealing operations.

A large battery of machines is provided for the filling and sealing of the small cartons, each of which contains two Chiclets. This is the size of package commonly used in vending machines. The cartons are automatically opened from their knock-down form, the tablets inserted and the ends of each carton folded in and glued. These are then delivered at a high rate of speed to the packing tables for subsequent placement in set-up containers and shipping cases. In the machines used to package the ball gum—also supplied largely for vending machine use—the filling is done through a hopper which feeds directly to the opened knock-down carton. This

### MACHINERY AND SUPPLIES

Wrapping Machines: F. B. Redington Co.; Package Machine Co.; Ferguson & Haas; Johnson Automatic Sealer Co.  
Cartoning Machines: E. D. Anderson, Inc.; F. B. Redington Co.  
Staying Machines: Kingsbury & Davis Co.  
Carton Forming Machines: National Packaging Machinery Co.  
Bag Filling Machines: Brown Bag Filling Machinery Co.  
Sealing Machines: Standard Sealing Equipment Corp.  
Display Cartons: Robert Gair Co.; National Folding Box Co.; Denson Carton Co.; Fort Orange Paper Co.  
Shipping Containers: Bogota Paper & Board Co.; Robert Gair Co.; Container Corporation; Philadelphia Paper Co.  
Metal Foil: U. S. Metal Foil Co.; Lehmaier & Schwartz, Inc.  
Waxed Papers: Nashua Gummed & Coated Paper Co.  
Wrappers: Sackett & Wilhelms.  
Car Cards: Canterbury Printing Co.; Tucker Lithographing Co.; Madison Square Press.  
Cartons (1¢ and 5¢ sizes): Karle Litho. Co.; Robert Gair Co.

This plant is a fine example in the combining of employment of modern automatic equipment with the application of scientific principles of management.

way into the refuse box so easily. The intrinsic value of metal establishes it in the consumer's mind proportionately, and where the design and wording are directly a part of the package, as in the case of lithographed metal containers, the effect of that package is a lasting one as long as the can exists. Another point is the protective or preservative feature offered by such containers. It has been established that the qualities of certain products are better retained in the metal container, thus proving superiority for the latter on this point alone. In construction, such container offers various means of closure or locking devices which have a decided bearing on the utility value and convenience of the packages.

In the illustrations accompanying this article, as well as the colored reproductions on the cover page, several shapes and sizes of lithographed metal containers are shown.

# Scales in Tobacco Packaging

Check Weighing an Important Factor in Preparation of Cigarettes, Cigars and Smoking Tobaccos for Distribution—Outline of Practices Followed by Nationally Known Concerns and Details of Devices Used

By H. D. GINTER

*Exact Weight Scale Co.*

THE importance of obtaining correct weights in the packaging of various commodities is well recognized. This article deals with weighing practices in the tobacco industry and covers the packaging of cigarettes, cigars and smoking tobacco. The Internal Revenue Department of the United States controls the tobacco industry so far as taxes are concerned. Under no circumstances will the Government tolerate overweight or underweight, and a strict accounting is made to the department each month.

The tobacco content of cigarettes, for example, must not exceed 48 oz. per 1000. Consequently, cigarettes with a tobacco content greater than 48 oz. per 1000 carry a higher revenue tax. On the other hand, cigarettes averaging 42 oz. per 1000 are too light to please the popular taste. How, then, is the manufacturer to check the tobacco content of this product to be certain that he is keeping within the restriction enforced by law?

The problem is a complicated one. The weight of the tobacco content varies with atmospheric conditions—moisture is either absorbed or evaporated quite readily. For every apparent reason, therefore, cigarettes must be kept as nearly 46 oz. as possible as the tobacco content of 1000 cigarettes, and the weight must be checked constantly as they leave the machine.

AN automatic cigarette machine will turn out from 485 to 505 cigarettes per minute. It is impossible to count and weigh each 1000 or any quantity that is an approach to that number as they are produced. Ten cigarettes will weigh only 0.46 oz. It follows that extreme sensitivity and accuracy are just as essential as speed in checking operations. By

the old method, and one that is still employed in a large number of factories, the checking of the tobacco content in cigarettes means the count of anywhere from 85 to 104 cigarettes on an obsolete even-balance scale, subtracting and adding tobacco until the scale registers 0.3 lb. or 4.8 oz. Then the weight per 1000 must be figured from the number of cigarettes required to balance the scale exactly at this point.

uated in  $\frac{1}{16}$  oz. and provided with a plain dial ungraduated except for the center. The scale is equipped with rubber bumpers under the outriders, agate bearings, a round rim weight platter and a special merchandise platter. The merchandise platter is made of sheet brass, bent to a half-circle with the ends enclosed, which makes a trough-shaped receptacle, the length of which is  $\frac{1}{2}$  in. greater than the length of cigarettes,



*Weighing Edgeworth smoking tobacco at Larus & Bros. Co. plant*

There are more than 300 cigarette manufacturers in the United States which produce better than 70,000,000,000 cigarettes annually. The tobacco content of every 1000 cigarettes must be checked with great care which means upward of several million checking operations that must be performed annually in the cigarette factories.

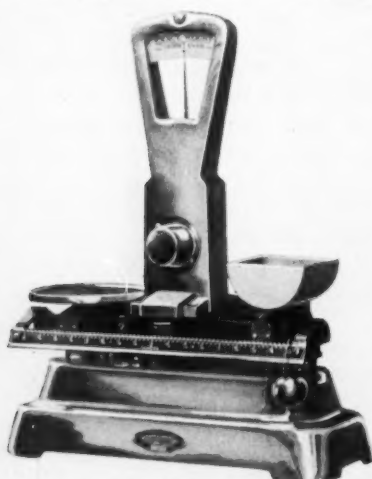
In the manufacture of cigarettes, Liggett & Meyers Tobacco Co., Durham, N. C., make use of a scale having a 4-oz. reading beam grad-

and of capacity sufficient to hold the number of cigarettes they put up in a single package. Accordingly, the cigarettes are counted and weighed with a certain standard of weights to be maintained.

For use in connection with this model there is a special weight chart, and the scale is backweighted so that an ounce weight will bring the indicating hand to the center of the radial line on the chart. At this point is a figure denoting "1 oz." with numerals also as follows: 42, 44,



46, 48, 50, 52. The purpose of these graduations is to indicate the weight in ounces of 1000 cigarettes as automatically computed from the weight of 25 cigarettes placed in the pan. Each 0.05 oz. in the weight of 25 cigarettes in the pan is equivalent to 2 oz. per 1000 cigarettes. Beyond



*Type of scale for cigarettes*

the "52" indication and up to "1 oz. over" or central graduation, each 1 oz. is indicated by a line above the radial line. The minus tolerance of 1 oz. (or "1 oz. under," the center graduation) is also graduated to 1 oz. by lines above and rising perpendicularly from the radial line. To all intents and purposes, "1 oz. under" really is zero, for this point can be reached by the indicator hand only when there is no weight in the pan. In every two minutes the automatic machine will turn out an average of 1000 cigarettes, which are gathered in a box just large enough to hold this number when leveled full. On the predetermined weight basis of 46 oz. per 1000, 25 cigarettes weigh 1.15 oz. Twenty-five cigarettes can be counted quickly on the scale, and this number out of each 1000 cigarettes gives accurate check on the tobacco content of the cigarette.

**I**N cigar manufacturing plants it is not unusual to find an operator who has been employed for a long time, generally a girl. In the usual process she will take a "hand" of wrapper leaves, Sumatra or Havana, from a large box of "hanks" or "hands" where the leaves are packed in large

wet cloths. This process gives the tobacco leaves sufficient toughness so they can be handled. The girl places this moistened tobacco on a table, breaks the "hands" and separates the leaves into three piles. One pile will contain leaves large enough for the wrappers of one cigar, the second will contain leaves large enough for wrappers of two cigars, and the third pile will have leaves large enough for the wrappers of three cigars. Then she will count out each pile until she has enough leaves to make either fifty cigars or one hundred cigars, which are the usual two units that are found in most plants. These leaves are then passed on to the girls at the cigar-making tables, or to the operators of the automatic cigar-making machines. At this point often arises the question whether the judgment of the girl who makes the selection is as good as the judgment of the girls who make the cigars.

This method has been changed by dispensing entirely with the selection of the wrappers, and training the girl who has been doing this work to weigh the leaves on a scale on which she weighs  $1\frac{3}{4}$  oz. or 2 oz. of wrapper leaves, and these units must be determined by tests on what is required to make 50 or 100 cigars. These units of weight are then given to the automatic machines or to the cigar makers, and after the day's work is completed these operatives are paid a bonus on the quantity of wrappers returned to stock. This increases speed in the selective process and largely eliminates the uncertainty of the human element which, by the old method, depended on the selector's judgment or the cigar maker's judgment. In some large plants, where four or five selectors have been employed it has been possible to replace them with one scale and one scale operator. This means large reduction in labor cost, and the other advantage gained is found in the fact that a cigar maker will get just as many cigars as possible out of a given weight unit in order to realize as much bonus as possible on the wrapper leaves returned to stock.

All cigar manufacturers weigh the unit either of fifty cigars or one hun-

dred cigars which comes from the cigar makers as a part of their inspection tests, but the weighing usually is performed on an inferior spring scale. These plants do not seem to be at all concerned over a weight variance averaging 1 oz. to 2 oz. On the other hand, where plants have been educated to see the advantage of scales that give visible weight indication in this process also, they are using them along with other weighing processes.

**T**HE Columbus, Ohio, plant of the Mazer-Cressman Cigar Co. are using three types of scales in the same weighing process. Of these, the scale which affords greater speed and sensitivity in the act of weighing is preferred. This scale is of 6-lb. capacity and is provided with an 8-oz. reading beam graduated in  $\frac{1}{8}$  oz., also a dial with indicator travel 2 oz. over and under, the first  $\frac{1}{32}$ -oz. graduation from the dial center under and over being printed in black while the first  $\frac{1}{16}$ -oz. graduation from the dial center is printed in red. The  $\frac{1}{16}$ -oz. graduation under and over in red represents the tolerance.

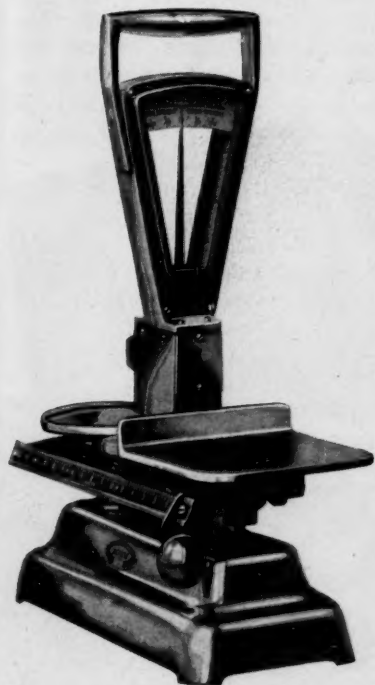
This company is featuring what is known as the Manuel cigar in several grades, and all weighing processes have to do with the making of this cigar. They have a predetermined



*Type of scale for cigars*

weight for tobacco leaves in two grades—one for the covering which costs 55 cents per pound, and the other for inner wrappers which cost \$7.00 per pound. Whatever the bulk in each grade, the operators

are expected to get a stipulated number of cigars. The two wrappers in the finished operation are really in form of a hollow mould and into this hollow space is packed a filler of ordinary grade of tobacco which is



Scale for smoking tobacco

not weighed at all. From this it will be seen that the weighing process in this plant applies only to the predetermined weight of the wrapper and the cover.

**I**N checking the automatic machines which put up Prince Albert and Velvet smoking tobacco, the Liggett & Meyers Tobacco Co., Chicago, Ill., the scales which function in these weighing processes are provided with an indicator travel at the rate of 1 in. for  $\frac{1}{2}$  oz., graduated by  $\frac{1}{16}$  oz. There are no reading beam or weights and each scale is equipped with an open scoop,  $6\frac{1}{2}$  in. x 13 in. x  $2\frac{3}{4}$  in. Fourteen scales of this type are used in the plant to check as many automatic packers.

Each scale is mounted on a specially constructed four-wheel truck. The trucks are approximately three feet high so that when the scales are mounted on them they have an elevation about waist high, which makes for convenient reading of the

dials. The operators are all girls and they sit down during the process of packing. The wheeled trucks are so constructed that they can be shifted to any position adjacent to each automatic packer, most convenient for the operator. Not every package is weighed. The scales are used for check-weighing only. The production of this plant is about 700,000 packages per day and an average of every tenth package is checked. This grade of smoking tobacco weighs about  $1\frac{3}{8}$  oz. to the package. They are particular about their weights because this vast output compels the greatest possible accuracy.

### The Turret

**E**VERY man has to be busy to live. What he does, supposedly, is for the need of someone else who in turn repays him, and so on it goes in an ever-increasing circle that has no ending. Here and there along the periphery of that circle some bright mind goes off on a tangent—an initiative of its own—and starts another circle, and so on again until myriads of circles have been started.

The small minds—the vast majority—work within their circles until they wear out and are laid away in the dust, making room for the sheep-minds that are ever following to take up the burdens. The large minds—the thinking minds—are the tangents that blaze the way and start a new train of thought with the wonderful revelations that follow.

The circular minds are the ordinary workers, the operatives and a host of others. Theirs are the minds that never shoulder responsibilities—that never take a "Message to Garcia!" They never make a big mistake because of the fear of losing the job and being pushed out of the circle and into the infinite space of the unknown. This type of mind is often picayune; it resorts to the mean and is bounded by hide-bound rules, regulations and clocks. It is usually a creature of suspicion, but worst of all it is a necessary evil and adjunct of this life. Every office, factory and institution is full of them but unfortunately few of them hold any real,

important positions. That is as it should be! Some few rise up a step or two but always fall back again.

The tangent mind leads all endeavors. It creates the new thoughts of the world. It invents new uses, machinery, methods and processes of life. It is the guide and teacher of all that brings about progress on this earth.

It isn't fair to say that we have rabots although it may often seem that in some plants the circular mind has actually deteriorated that far. No, we have not as yet come to the brainless human. Perhaps we will! Possibly it would prove a vast improvement in some cases, over what we now have to contend with.

What is true of bees and ants is no doubt still true of human beings. There must be a leader, lieutenants and the great vast horde. Yet, there is a difference in that the human mind is capable of absorbing knowledge whereas the bee or the ant cannot. On the other hand, to neither the bee nor to the ant, nor to the human did the Unseen ever impart how to use the mind. That's something for each to solve. And, relatively speaking, so far the ant or the bee is doing more than the human.

The ant or the bee knows its job and does it. If it shirks, then as I said in the case of the circular mind, it is done away with.

In the case of the human, our sociological laws of today prevent such drastic action and that clutters up the efficiency of the world. We are trying by means of education to make profitable workers out of drones. We are trying by means of teachers to show the circular minds how to use them to better advantage, if they will but take advantage of this help.

Education in its true form enlightens the mind. It dispels suspicion. It allays fears. It attracts responsibilities and the attendant decisions that must be made. Do not understand that you have necessarily to go to school. No. Many a tangent mind has sat at the feet of some great master and by absorption, by the mere willingness, learned more than the medal-bedecked graduate.

The way then to graduate from

(Continued on page 37)



## The De Luxe in Shoe Boxes

Distinctiveness, Convenience and Extreme Good Taste Evident in Containers Adopted by Outstanding Retailers—Designation of Purpose Indicated in Decoration

TO provide an atmosphere which is in keeping with the quality of the goods shown is one of the main ideas back of the plan adopted by Marshall Field and Co. and Chas. A. Stevens & Bros., Chicago, in supplying outstanding boxes for their higher grade shoes. Such a plan may be regarded as true specialization in merchandising, for not only does the appearance of the box indicate to the purchaser that the seller is proud of the goods contained therein but also creates a desire for possession so that the box

will be kept after its contents are worn out, serving as a reminder of a satisfactory purchase. Further, the boxes, by their attractiveness and exclusive appearance, have been eagerly sought after so that it has been necessary to supply them for separate sale.

The Marshall Field lithographed

set-up box, which is shown in two views in accompanying illustrations, carries the designation "Shoe Salon" on either side of the box, indicating the specific department where the shoes may be obtained, while the name of the firm appears in small letters on either end of the box. The box is hinged along the base and black cloth straps are provided so



*Interior of walking-shoe box showing partition*

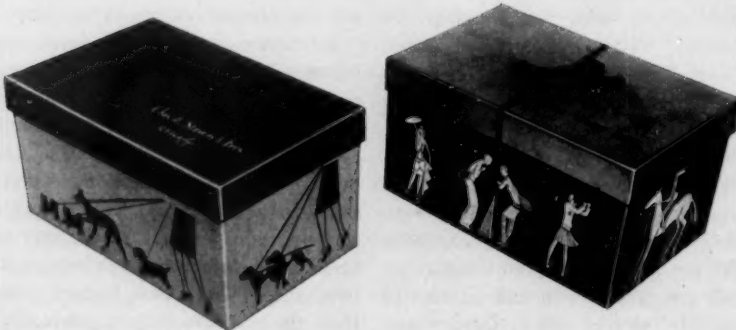


*Courtesy, Theo. A. Schmidt Litho. Co.*

*Exclusiveness is readily apparent in this lithographed box*



*The Marshall Field box in open position*



*Courtesy, Theo. A. Schmidt Litho. Co.*

*The Stevens walking-shoe and sport-shoe boxes*

that the two halves may be drawn together and tied. Both halves of the box are unlined, although the surfaces show green-colored board and partitions are inserted to provide a compartment for one shoe on either side. Another feature is the small green ribbon, shown at the top of the open box illustrated, which prevents wearing of the hinge or flopping of the box when opened. The lithographed wrap which covers the entire outside of the box as well as the outer side of the partitions is of a pleasing

green background with simple modernistic designs in black and gold. Bands of gold show at corners, edges and on the ferruled edges.

Each of the lithographed Stevens boxes shown is a two-piece set-up box, having a horizontal partition which provides separate space for each shoe. Here again the modernistic idea is carried out in the lettering and the decoration. For the walking-shoe box the purpose is clearly indicated in the silhouette illustrations while the sport-shoe box carries several figures designating the purpose of the contained shoes.

#### Four Out of Five Packages

A test was recently made in a Piggly Wiggly Store to determine whether or not there was

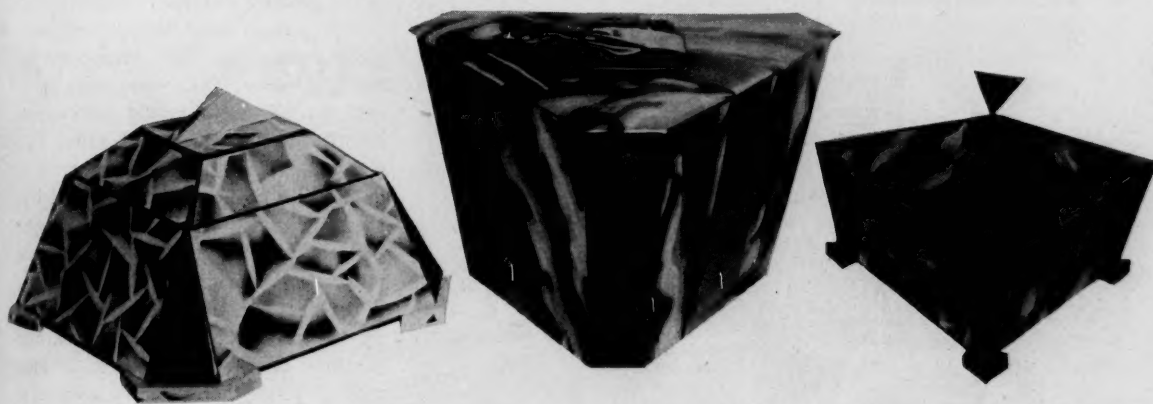
## Boxes and Papers Modernistic

Decorative Coverings as Well as Containers Reflect Recent Trend in Shape and Design

THE application of decorative papers of modernistic design to boxes or containers of accepted types is by no means new if one considers the several stages or usages of that type of decoration or art that have been developed during the comparatively short period of its adoption in this country. But the application of such papers to boxes that reflect or exemplify the modernistic idea is novel.

The three boxes shown are examples of consistency in shape and the choice of the colors and designs in the decorative papers used, and

larger surfaces carries a modernistic design in yellow-green and rainbow shades outlined in white. The center box is triangular in shape with the corners truncated and covered with blue binding cloth which also forms the lining of the box. The cover paper combines varying shades of colors with iridescent finishes—blues, yellows and light reds—in a wave design. The third box makes use of vivid colors in the papers used. A bright red lining is matched and forms the background in the cover paper which also includes irregular and overlaying angular designs.



Three boxes which reflect modernism in design and decorative papers

Courtesy, Tamm & Co.

really a preference in the average housewife's mind for a wax-wrapped package over an unwaxed-wrapped package. The Piggly Wiggly Stores were chosen to allow the women to do their own choosing with no solicitation.

Packages of corn flakes wrapped in waxed paper and packages without the waxed wrapper were placed upon the shelves without advantage to either as to position. The price on both was the same. At the end of 21 days the result was that 47 out of the 59 packages sold were wax wrapped while the other 12 were unwaxed packages. In other words, four out of five purchasers preferred and selected the package protected by a waxed wrapper.

they offer a selection that can be applied to several purposes. In construction these are all well made boxes suitable for confectionery, certain articles of wearing apparel or other commodities in the original package and afterwards, the contents removed, they can serve a number of purposes as decorative containers.

The color combinations in each case are striking and cannot fail to attract attention. The box shown at the left is a four-sided pyramid with the corners of the base truncated, forming triangular surfaces. These surfaces, together with the lining of the box proper—a square tray insert—and the top edges are covered with a light cerise, varnished paper. The paper used to cover the

#### A Correction

IN the September, 1928, issue on page 56 under the title, "Boxes for Holiday Trade," it was inadvertently stated that the boxes illustrated were supplied through the courtesy of Schmidt Litho Co. This should have read "By courtesy of Theo. A. Schmidt Litho Co. of Chicago."

#### THE TURRET

(Continued from page 35)

the circular to the tangent is to be frank in admitting a mistake; to use a lot of common sense; to shoulder each and every responsibility; to seek advice openly and retain it. That path leads to the graduate of life with all the titles that anyone may ever care to have.—A GRADUATE.

# Toilet Soap Packaging

Practices Followed by the Larkin Company in Wrapping and Packing Diversified Line of Products Having Wide Range of Sizes, Shapes, Weights, Colors, Scents and Purposes—Cartons and Wrappers Used Reflect Individuality of Each Soap

By JOHN WINTERS FLEMING

**T**O manufacture and package a toilet soap for every purse and purpose is the program of the Larkin Company Incorporated, Buffalo, N. Y., one of the world's largest mail order establishments.

This ambitious program calls for the making and packaging of 22 different toilet soaps in a wide range of sizes, shapes, weights, colors, scents and purposes. Included in the 22 soaps, as an example of the manifold

sulphur yellow, golden glow yellow, pure white, olive green, tar black, brown, and in the six spectral colors of the rainbow. In weight the soaps vary from a half-ounce cake to those weighing five ounces to the cake. They may be bought by the single cake as well as from three, five and six cakes to the carton and up to 100 cakes to the shipping case. Here are soaps that float and transparent soaps for all purposes.

and distribution so that its toilet soaps can measure up to the main guiding principle, a toilet soap for every purse and purpose.

There must be cleanliness of color in these toilet soap wrappers. A toilet soap can't be packaged in a wrapper of dingy appearance, no matter how intrinsically clean the wrapper may be. Larkin knows this and the toilet soap coverings clearly and cleanly connote the cleanliness of the product wrapped.

Third, there must be aptness, appropriateness of the wrapper in each instance. The wrapper, the carton, and the shipping case must identify the product and must indirectly explain its color, scent and uses by the name of the soap and by the color and design of the package. Fourth, the toilet soap containers must have sturdiness, strength and durability for their long journeys, for the products are sent to remote portions of the world through the mails. Fifth, there must be a variety of packaging to meet the variety of manufacture.

So much for programs, policies, principles and ideals. How are these attained at Larkin's is the question to be answered.

The following are the 22 toilet soaps manufactured and packaged: Olive Green, Old English, World's Work, Safeguard Health, Baby, Brown Windsor, Creme Oatmeal, Modjeska, Elite Glycerine, Clover, Maid o' the Mist, Borated Tar, Castile, Shampoo, Spectrum, Transparent Bath, Balsam Transparent, Rose Transparent, Golden Glow Transparent, Rose Geranium Floating, Sulphur, and Sandalwood.

In the manufacture and packaging of the soaps, streamline production methods are used rather than gravity methods. Manufacture of these soaps takes place on the fifth floor



Typical cartons and wrappers for standard-sized toilet soaps made and packaged by the Larkin Company

uses and purposes, are to be found soap for the baby and shampoo soap for the hair, health soap for the nurse, doctor and hospital and spectrum soap for the family, toilet soaps for milady's boudoir and soaps with a more masculine tenor. In general, these toilet soaps are packaged in three ways: in single cakes, in sets of cakes in cartons, and in shipping case lots. Also, they are packed, wrapped and unwrapped.

In this department are to be found toilet soaps in four shapes: square, round, rectangular, and oval. There are soaps delicately tinted in rose,

**T**O carry out such a pretentious program efficiently and in such diversification requires manufacturing and packaging wizardry of the highest order. At Larkin's this practice is represented by simplicity. As Larkin wisely sees it, the simpler a thing is, the simpler it is! And thus we find the Larkin packaging policies in force in the toilet soap packaging to be five in number, as follows: Economy, cleanliness, aptness, sturdiness and variety. To elaborate somewhat on these packaging principles, Larkin strives for economy of manufacture, packaging



# GAIR CORRUGATED SHIPPING CASES



**G**AIR Corrugated Shipping Cases have the tough, obdurate qualities of strength that withstand the punishment of rough handling. They are built to protect against the inevitable colliding forces of transportation.

For three hundred years, merchandise was carried in oaken chests and wooden cases over the trade routes of the world with maximum fuss, labor and loss before Corrugated Cases reduced all these to a minimum.

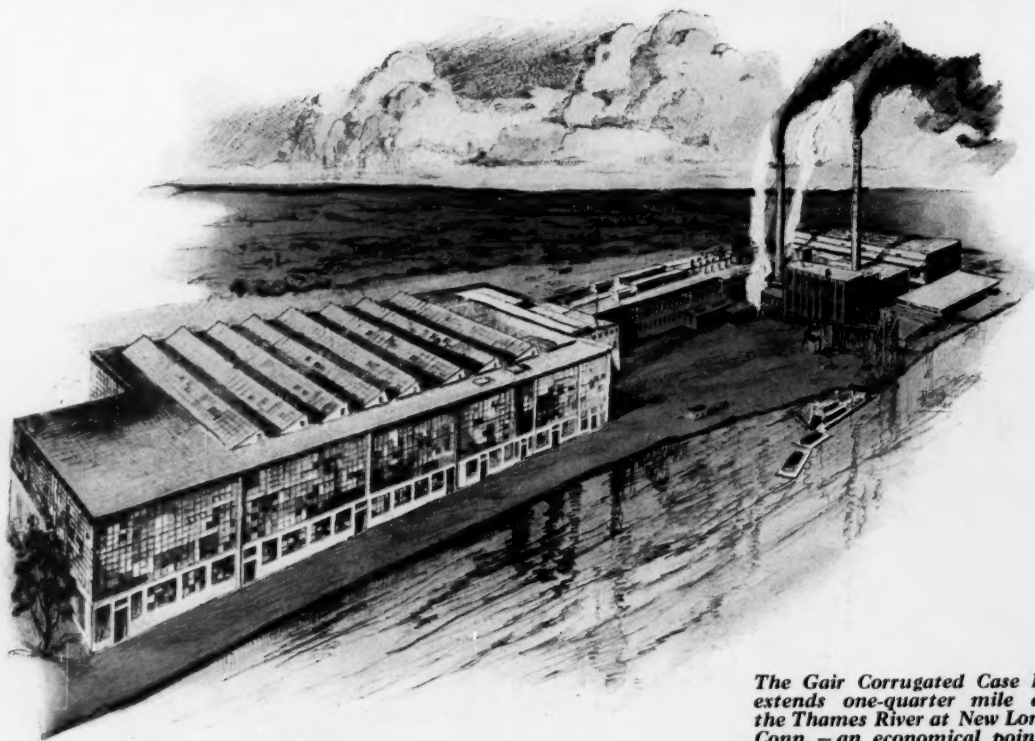
Gair Corrugated Cases recognize no minimum in saving where there is a loop-hole for economy. Our Engineers have recreated packing-room methods by making a few standard sizes serve efficiently where a complication existed before. They have rearranged the interiors of Corrugated Cases and thereby have extinguished damage claims. Our Creative and Design Department can find a saving for you by an acceptable rearrangement of your case—we believe.



## ROBERT GAIR COMPANY

420 LEXINGTON AVENUE, NEW YORK CITY

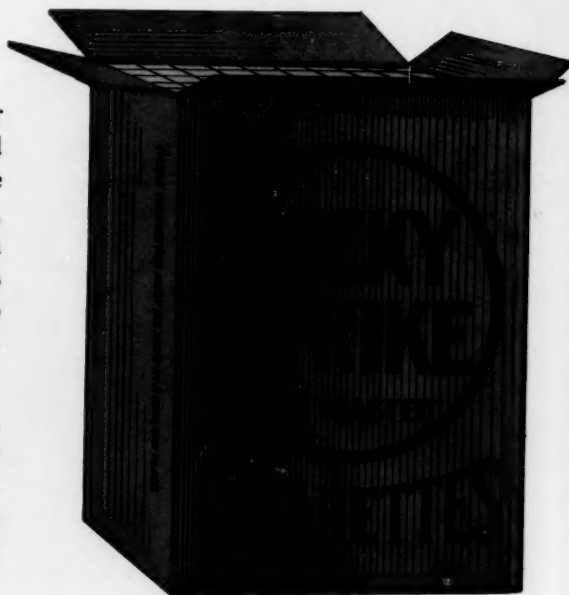
# GAIR CORRUGATED SHIPPING CASES



*The Gair Corrugated Case Plant extends one-quarter mile along the Thames River at New London, Conn. — an economical point for long distance railroad and water route distribution.*

**W**E control the whole process of manufacture. Gair Corrugated Cases are produced in the same complex of buildings that house the Paper Mill and Printing Rooms. The Corrugated Case Division enjoys the benefits of the Art Department and Engraving Rooms, which serve the extensive Folding Carton and Display Container Factory, for ideas in design and color—so important to the Corrugated Case as a carrier of advertising.

Our Chemistry Department regulates and improves our processes, and tests our finished product. The tough Jute Liners and firm, but flexible Straw that go into Gair Corrugated Cases are made at Gair Mills.



## ROBERT GAIR COMPANY

420 LEXINGTON AVENUE, NEW YORK CITY



of H Building. Packaging of the standard-sized cakes also takes place on the fifth floor.

At Larkin's the buildings are all designated alphabetically according to their age. Building J therefore adjoins Building H, although separated by one letter in the alphabetical designation, explained by the fact that Building I, a power house, was erected after Building H but before Building J. In Building J, adjoining H, the packaging of the toilet soaps other than standard size takes place.

Standard-sized soap at Larkin's means a cake 3 in. long,  $1\frac{3}{4}$  in. wide,

wrapping them. Eight girls do this wrapping.

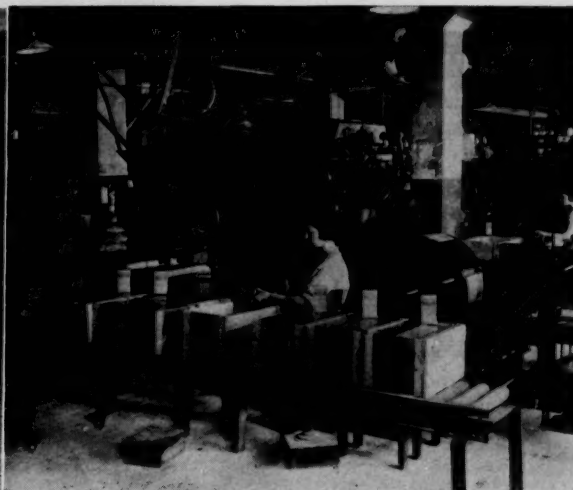
A word about the manufacture of soap will make clearer the streamline processes of production at Larkin's. Soap is made from fat and oil. The fats generally used are tallow from the big packing houses, cottonseed oil from southern oil crushers, corn oil from the starch mills, soya bean oil from China, coconut oil from the Philippines, palm oil from Africa and olive oil from Spain. These are mixed together in various proportions depending upon the quality of soap desired. The alkali with which these oils are mixed to make soap is usually

manufacturing "run." From the kettles the toilet soaps are taken to the drying machine where they are spread into thin ribbons and placed on a long, moving, wire screen which is fanned by warm, dry air. From this drying process the toilet soaps emerge as dried ribbons or flakes. These ribbons or flakes are then mixed with perfumes and ground through stone rollers which thoroughly mix in the scents and at the same time make the soap plastic so that it can be compressed together in the same manner as a snow ball.

The plastic ribbons are then put into a machine called a "plodder,"



*Machines for pressing and wrapping standard size cakes*



*Wrapping machines for printing covers on soap cartons*

and 1 in. thick. The standard is based not upon the weight of the cake but upon its *specific gravity*. The reason is obvious and is a packaging one. Most soap packaging machinery, in fact, all soap packaging machinery up until a few years ago, was made to take care of a standard-sized cake of soap.

**S**OAP packaging machinery is now available for packaging most all sizes and shapes, but at Larkin's the odd shapes and sizes are packed by hand for the simple reason that it is better business for Larkin's and in strict keeping with economy of production and distribution so necessary to economy in price. Larkin's as yet have not had sufficient trade in the odd sizes and shapes to warrant expensive packaging machinery for

a solution of caustic soda, although in some cases when a softer soap is desired caustic potash is used. The oils are mixed with this solution of alkali in two ways, either by the "boiled process" or by the "cold made process." The manufacture of toilet soaps is more complicated than the making of the plain laundry and kitchen soaps.

Ten large cooking kettles are used to make soap by the "boiled process." The proper proportions of oils or fats and alkali are placed in these kettles which are steam-heated, iron-jacketed containers. Then the mixture is heated to boiling. After several boilings and other technical treatments the finished product rests in the kettles.

In the case of the toilet soaps this finished product has just begun its

which compresses the soap further into a firm solid bar. These bars are cut into pieces of the proper length to make the finished cake. These solid bars from the "plodders" and "cutters" are next taken to the "presses," where they are designed or moulded into their final appearance with the name stamped on. They are then ready for the packaging machines.

**A**LL the toilet soap packaging machinery is geared to the rate of thirty cakes to the minute. From the presses the finished cakes go by belt conveyor to an automatic packaging machine which places two wrappers around the standard-sized cakes and then seals the wrappers about the cakes. From this machine they are packed by hand into the

cartons and shipping cases, with the exceptions of the special cartons used in packaging the Jubilee, Variety, and Old English soap packages. Two automatic carton wrapping machines put the colorful wrappers around these three cartons at the rate of thirty cartons per minute.

The soap cakes which are not of standard size are taken from the presses and moved by electric trucks from Building H to Building J where they are wrapped and packaged by eight girls.

Except for two or three days' supply of soap always on hand in the warehouse and shipping departments, all the toilet soaps are stored on the fifth floor of Building J and released on order from the shipping department.

Masterful merchandising prevails in all of the toilet soap packaging. Soaps with specific scents, such as the Rose Transparent, Sulphur, Spectrum, and Olive Green soaps, are easily identified by the wrappers which designate contents by name as well as by color. The toilet soaps of no particular identifying color or aroma utilize another plan for the wrappers and cartons to establish their identity. For instance, the Old English soaps show Old English typography on the wrapper along with the picture of an old English manor; the Safeguard Health soap with its reassuring picture of the nurse on the wrapper and the inspiring word "Chemists" inscribed under the firm name on each cake; the Baby soap with its nursery rhyme and an accompanying illustration in high colors showing a cow jumping over the moon with the cat and fiddle nearby, and the Maid o' the Mist soaps with the mythical "Maid o' the Mist" shown in her foamy home at the foot of Niagara Falls.

An excellent sample of package color merchandising is afforded by the Spectrum soap. This toilet soap comes six cakes to the carton and in the six spectral hues of the rainbow. Its suggested uses are highly effective selling points. For instance, it is suggested that these vari-colored soaps are excellent for the guest chambers so that each guest may have his or her own cake of soap



*Some of the cartons used by The Larkin Company, Inc., Buffalo, N. Y., in packaging toilet and non-toilet soaps*

identified by its color. It is also suggested that the Spectrum soaps enable each member of the family to have his or her own soap bar either in the home or while traveling, the color identifying to whom the soap belongs.

Then there is the Variety box, another instance of forceful merchandising, with its five different cakes of toilet soaps in their own individual wrappers and with its consumer appeal based on purchasing one carton of soap and getting five different soaps—Olive Green, Sulphur, Baby, Rose Geranium Floating, and Golden Glow Transparent.

Three years ago when the Larkin Co., Inc., celebrated its Jubilee Anniversary in business (since 1875), the soap package contributed its share of the colorful gayety to the occasion with the appearance of the Jubilee soap box containing five unwrapped cakes of the Olive Green toilet soap. The carton cover in color shows the "Good Ship Larkin Company" sailing over the waves with the setting sun, aptly numbered 1875, in the background.

Every wrapped soap cake has two

coverings: the colorful, suggestive outer paper and an inner covering upon which are printed directions for the use of the soap. The company makes most of the inner and outer wrappers in its own printing shops and in the near future will be equipped to make all of them. This policy enables a close supervising of all packaging details.

In these ways the Larkin Co., Inc., measures up to the ambitious, pretentious program mapped out by themselves to supply a toilet soap for every purse and purpose and to package 22 toilet soaps in colorful, attractive, purposeful fashion in wrappers, cartons and shipping cases that carry these soaps safely around the world.

#### EQUIPMENT AND SUPPLIES

Soap wrapping machines: Package Machinery Co.

Carton wrapping machinery: Pneumatic Scales Corp.

Shipping cases: American Corrugating Co.

Cartons: Consolidated Paper Co.; Continental Folding Box Co.; Cooper Paper Box Co.; Corson Manufacturing Co.; Denson Carton Co.; Fort Orange Paper Co.; Gardner & Harvey Co.; National Carton Co.; Richardson Co.; Sefton Manufacturing Co.; Sutherland Paper Co.

# Printing Inks for Containers

Extensive Possibilities for Advertising Afforded by More Judicious and Selective Use of Color on Printed Corrugated and Fibre Shipping Boxes—No Longer Impossible to Secure Faithful Reproductions of Trade Marks or Designs

By *WALTER L. REISNER*

*Queen City Printing Ink Co.*

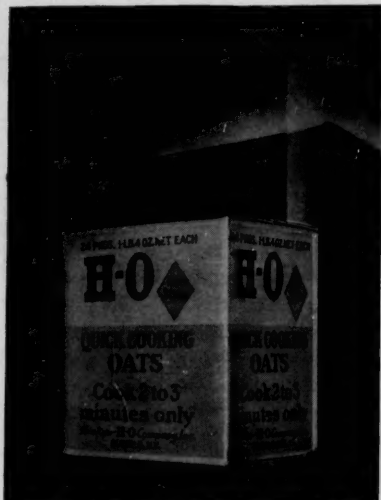
COLOR is running wild these days, from azure-blue bathrooms to apple-green gas stoves; fountain pens of every hue, kodaks, typewriters, kitchen ware, ad infinitum—all dressed up in colors that will satisfy the most fastidious taste. That color is running wild seems literally true if we are to note

Until recent years, shipping containers were not considered seriously from this standpoint. Most users looked upon the printing more as a means of identifying the contents of their packages, a marking or distinguishing device. And it hasn't been so long ago that some container manufacturers considered the printing operation as an incidental factor and frequently made no charge for it.

The story is a different one now. The value of advertising has become such a potent factor in the life of business that no opportunity is overlooked that will lend itself to its use. Buyers of containers generally are taking an entirely different attitude toward the printing that appears on their packages. Many large distributors of nationally known products, who are spending tremendous sums of money on advertising each year, are firmly convinced that their shipping containers offer an ideal advertising media and are employing color liberally.

Instead of being held to a price, they were asked to produce gloss inks that would lend themselves more adequately to test liners and more advantageously to advertising. This movement took place first of all in the corrugated field. At the beginning of the movement the majority of test liners were brown in color. So long as cheap flat inks were used, it was impossible even to approach on a brown liner the effects obtained on white board or paper. However, when the ink manufacturer was given more freedom and could use pigments better adapted for use on test liners, the results were noticeable at once.

I recall vividly the reaction of the art department of a nationally known



*Photos, courtesy Robert Gair Co.*

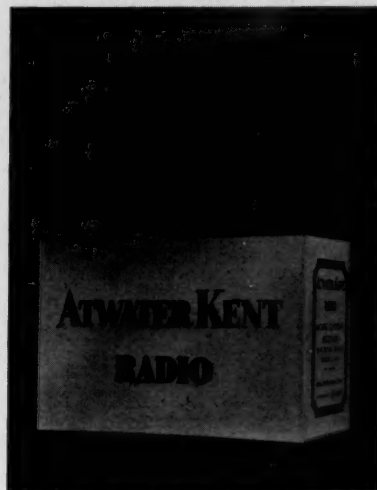
*A shipping case that identifies its contents*

Allan L. Billingsley's article, "Color a Real Problem," in the August issue of *Nation's Business*. There is much evidence to prove that the introduction of color has provided a tremendous stimulus to sales, and there is no doubt that its use has developed problems that are becoming increasingly difficult to handle. However, when considered distinctly as a factor in advertising, color has proved its strength and is destined to be exploited from every conceivable angle.

It has been very interesting to note the growth of attention manifested in the advertising value of the printing on shipping containers.

IN the past, with little attention paid to printing, the container manufacturer and container buyers were ignorant of the beautifully printed results that could be obtained on the ordinary shipping container. Cheap inks, ill fitted to the liner, were purchased, and as a consequence, it was not considered possible to secure reproductions of beautifully printed trade marks or designs such as were obtained on folding cartons made from white board.

However, container manufacturers (whose manufacturing ideal was the production of a quality container) realized the fact that *if a container was worth printing it was worth printing well*. The problems involved were placed before the ink manu-



*Reproduction of design carries sales value*

facturers, large users of containers, on this subject. They were asked by the customer to develop inks that would meet with the approval of this concern. They were given an approved color card covering their folding cartons and told that,



"These are the colors we would like to get but, of course, we can only approximate them." Because of the brown liner used, they were laboring under the impression that it was impossible to reproduce the colors used on the inner packages. By the time the work was completed, however, they were able to stand up an inner carton beside the large fibre container and have the fibre container hold its own most satisfactorily. The inks formerly used were simply not properly constructed to produce the desired results.

**B**UYERS of containers have become acquainted with the fact that their standard colors, oftentimes a trade mark with them, can be reproduced quite faithfully on shipping containers and, as a result, they are becoming more and more exacting in their demands. It would be absurd, of course, to try to leave the impression that exact reproductions of color on a white background can be produced on a brown shipping container. The darker shades of liner obviously present some difficulties in reproducing certain shades of color. However, similar effects can be obtained and if the container manufacturer is willing or can afford to use inks most suitable for the job in hand, much closer and more faithful reproduction can be obtained than is usually the case.

Long experience with gloss container inks has clearly shown the wonderful possibilities for advertising afforded by a more judicious and selective use of color. Most manufacturers are well aware of this fact and are calling it to the attention of their customers.

In all fairness to container manufacturers, however, it must be frankly stated that this feature of service too frequently is not appreciated by their customers. Users of containers have recognized the fact that they can make what formerly was considered only as a container now function in the dual capacity of container and silent salesman. They are demanding beautifully printed boxes and are critical of their printing, realizing its advertising value, but frequently are not conscious of the

manufacturing problems and cost involved.

Container users certainly are missing a big opportunity if they fail to consider the advertising value presented by their fibre and corrugated shipping containers. It is unfortunate that this opportunity is being passed up in countless instances by concerns who already are committed to a policy of national advertising.

On the other hand, it is quite interesting, for example, to examine the printed containers of such nationally known concerns as Procter & Gamble, Colgate, and Lever Brothers in the soap field. These people are all large advertisers and their ad-



*Consistency in container decoration*

vertising experience is reflected on their containers. When you see a Chipso, Super Suds, or Life Buoy container, you immediately visualize the packages that contain their products. You can see them staring at you from the grocery shelves and eventually from your kitchen at home. All of these concerns use what may be termed a spread ink display. Practically the entire box is printed—not in just blue and red, as are used, for instance, as colors for the Super Suds container, but in practically the same shades of blue and red as are found on the boxes containing the soap.

Evidences of the changes, demands and results that are being attained in the printing of containers can be seen with each passing delivery truck, and there is no doubt that buyers of containers are going to expect and demand more and better printing.

What, if any, are the obstacles that

confront the buyers, the manufacturers of containers and the ink manufacturers in meeting the demands brought about by this desire to utilize the advertising possibilities of shipping containers?

**C**ONTAINERS are usually considered overhead, something that must be purchased as cheaply as possible. Are users of containers, therefore, willing to pay for any additional cost incident to the production of a beautifully printed job? This can best be answered by the assumption that if printing is desirable on the container, it should be well done. If one is going to the expense of securing sketches, wood cuts and dies, it is a waste of time, money and effort to be satisfied with printing that is not well executed. Furthermore, if this printing is to be looked upon as advertising and if it is legitimate advertising, unless done well it had better be left undone. Thousands of dollars are being wasted annually on poorly conceived or poorly executed advertising. Why add to this uneconomic waste?

The modern manufacturer of containers has included or should include in his cost system, an adequate charge for printing and ink. In many cases he could secure a gloss printed effect, especially on corrugated boxes, without any additional expense. These days there is no excuse for flat-appearing inks unless the manufacturer insists upon buying inks ridiculously cheap or is using a test liner not sufficiently calendered, i. e., extremely porous and absorbing. On the average printed container the amount of ink used is a small item of the total expense of manufacture, and where cheap flat inks are used, the small amount involved, if any, in buying a better ink is negligible when spread over the cost of the entire order. Time and time again I have seen the printing on corrugated containers improved without any additional expense incurred.

It can be said without fear of contradiction that where the commonly used colors of red, blue and black are used on a box containing an average amount of printing, that the buyer should not have to pay any additional

cost over the normal charge for this ink. Furthermore, he has a right to demand gloss inks on his corrugated containers. However, if a buyer insists upon a particular shade of ink that will reproduce the color scheme he is employing in his advertising or on his folding cartons, it is



*Boxes match the cartons*

frequently necessary, in order to overcome the dark color of the test liner, that much more expensive inks be used than would ordinarily be required. Also, if the design is a large spread type, covering all four sides of the container, it is obvious that the amount of ink required will run into a much larger figure which will increase the cost of manufacturing it. These facts must be kept in mind when considering the possibilities of container advertising and the slightly increased cost involved must be given due consideration. It follows, therefore, that if the buyer demands printing that requires quality inks of an unusual character, the manufacturer must be prepared and be able to use the kind of inks that will produce the desired results. His costs must include the increased cost of the ink. Frequently a manufacturer of containers will be forced to quote a low price on a container requiring high grade inks. After he gets the business he will call in the ink manufacturer, and when the inks are matched he finds the price is much higher than he had figured. The ink manufacturer is then compelled to make an ink to fit the price figured and, as a result, the printed job suffers and the buyer of containers does not receive a job of printing ink in keeping with his desires. Which reminds us that in the long run the quality of an article is usually consistent with its price.

**A**NOTHER point which the buyer of containers ought to keep in mind is that a container may be printed satisfactorily, i. e., the workmanship and ink may be 100 per cent, yet if the design or layout is not carefully planned or the proper selection of colors chosen, the finished container will suffer through lack of advertising pull or appeal. Much of the unattractive printing on corrugated containers that appears today is due to a desire to cut down expense by eliminating the use of wood cuts and substituting in its place a type set-up. More often, however, the trouble is due to the fact that someone experienced in commercial art and design was not consulted. I believe that a great deal of the trouble lies not so much in a desire to save money, but rather in a lack of knowledge as to how to spend the



*Colors are faithfully duplicated*

money in order to get the best results. Here again, if we examine the containers of national distributors who advertise extensively, we find that unusual care has been exercised in the layout of their designs and the selection of their colors. On the other hand, such concerns, although they exercise care in the selection of their subject matter, sometimes fail to follow through to the ultimate conclusion of demanding quality printing, or buy at a price which does not allow for it.

The chief function of the container manufacturer is to produce boxes. The printing demands have come forward so fast that usually he is not only unequipped with modern presses, but is not trained in the field of art and design. He must depend on outside sources for this deficiency in his own organization. Conse-

quently, his success will depend largely on the connections he makes for the execution of this work. Many buyers of containers, however, attend to the layout and selection of their subject matter themselves and frequently they purchase their own wood cuts and rubber dies. Here again, the results obtained are largely dependent upon their tying up with organizations that are ably equipped to handle such work.

One important thing to be considered in this connection is that there is danger of going to an impractical extreme in developing the layout of the subject matter. Corrugated printing presses are not the fine instruments of precision found in letter press printing. Layouts of printing must be planned, therefore, in cooperation with the container manufacturer to the end that the result to be obtained can be produced satisfactorily on his presses. Intricate designs are sometimes furnished that cannot be registered and frequently cannot be prevented from filling up with ink.

**I**N further consideration of the printed results the buyer may expect to receive, he must be cautious about compelling the container manufacturer to use rubber dies that are improperly made or that have become so old or worn that it is practically impossible to obtain a clear, sharp, printed impression. An old hard



*Similarity in box, display and cartons*

rubber die, even though not worn, will not lay on the ink properly and it is obvious to the most inexperienced that dies that are worn down, especially where they contain small

*(Continued on page 62)*



# EDITORIAL

## Machine Salesmen for Packages

**A**LMOST as an answer to the "ifs," "ands" and "buts" that have questioned a continuous existence and the commercial success of automatic vending of certain commodities, comes the report that the Consolidated Automatic Merchandising Corporation, a \$25,000,000 concern in operation less than four months as a unified company, has closed contracts with principal chain organizations for installations of its batteries of automatic salesmen and has made arrangements for vending nationally known products. In addition to cigarettes, candies and chewing gum, the company within the last few weeks has arranged to sell Watkins multisified coconut oil shampoo, Pebecco, Pepsodent and Forhan's tooth pastes, Listerine, Williams and Palmolive shaving creams, Gillette and Valet auto-strop blades and Palmolive soap. Further evidence of the progress being made by this method of package selling is indicated by the fact that among the prominent retail chain stores to which mechanical selling companies have access are the following: Woolworth Co., Liggett Drug Co., Schulte Co., Owl Drug Co., J. C. Penny Co., McCrory Stores, W. T. Grant Co., United Cigar Stores Co., Walgreen Drug Co., Happiness Candy Stores, Union News Co., Metropolitan Co., S. S. Kresge Co. and Photomaton Co.

At first glance it might appear that such a step in distribution would call for further elaboration in package sizes on the part of the manufacturer of packaged commodities. Actually, this is not the case. It is simply a question of adjustments in the vending mechanism to permit the handling of certain standard size packages which are now being produced. To the manufacturer of such packaged commodities the method should mean a greater output of packages in order to take care of a wider distribution, while to the retailer there is a decrease in unit selling cost.

Automatic selling has gone way beyond the experimental stage. We of this country are known the world over as an impatient race—we follow the urge to get things done with dispatch and with as little waste of time as possible. So that, logically enough, the demand for mechanical distribution, which is time saving as well as convenient, fits in with the general scheme of things and bids fair to become a national habit.

## On Getting Value Received

**I**N the article "Printing Inks for Containers," which appears elsewhere in this issue, the author, Walter L. Reisner, has mentioned one point at least which has a pertinent bearing on all phases of package design and packaging. Namely, that with many manufacturers

there is "not so much of a desire to save money as to how to spend the money in order to get the best results."

The manufacturer of commodities that require packaging, naturally enough, is first of all experienced in the special problems of his particular trade or production. His packaging problems, at the beginning at least, are secondary in his considerations so that they are either allotted to those who may or may not be competent to deal with them or are handled within his own organization which may or may not have the required experience. With the full appreciation of what the package can do, the manufacturer is or should be willing to spend an amount sufficient to obtain the desired result. But frequently, as pointed out by Mr. Reisner, the expenditure is made and the results are lacking because of inexperience—of not knowing *how* to spend.

What is true of printing inks for shipping cases is likewise true of inks for cartons, for labels and every other purpose for which inks are used. The same discrimination or selection of other materials, of shapes and designs, as well as the equipment required for the performing of packaging operations must hold true if the best results for the individual package or the package assembly are to be obtained. Well done, packages can economically accomplish two recognized principles of modern-day merchandising: they serve as adequate containers for the merchandise carried and function as silent salesmen that unfailingly attract purchasers.

Inadequate attention to any one of the several details in package making or the subsequent preparation for the finished package may result in losses that will far exceed the slight cost involved at the beginning.

## Attractiveness in Glass Packages

**O**NCE selected, the material from which a container is made becomes, in effect, the canvas on or around which the manufacturer of packaged goods paints his appeal for sales. Design and color—the pigments which complete the picture—are dominating factors as affecting the salability of the package, for indeed without these there would be no competition save that of a certain material, from which the container is made, with another. Each material has its specific advantages, depending on the nature of the products to be packaged, factory facilities, transportation and distribution channels and other considerations. And it is likewise true that design and color must meet a given set of conditions if the package is to be an economic success.

The advantages of glass containers are well known; that they have won merited and increasing acceptance—particularly among food packers—is also an established fact. The appeal to the public, "see what you are buy-

ing," has been and will continue to be a strong point in favor of branded commodities that are so packaged. But the urge today is for more distinctive packages—for superior packages—that will outsell other similar products similarly packed. It has been possible to create greater acceptance of certain food products packed in glass containers by means of outstanding labels and other distinctive markings applied to the package. But is this making the most of the situation?

In the perfumery trade, for instance, we see an elaborate use of color and shape in glass containers—with gratifying results, if diversity and number of brands available are to be credited. It may be said, and rightly so, that little comparison can be made between the use of glass containers by that industry and food packers as there is a vast difference between the sales price of the two types of commodities, and that the package cost allowed can therefore be much higher in the case of the former. But that does not contradict the fact that distinctiveness is worth striving for.

Is it not a fetish that a ketchup bottle or a pickle jar must be of a particular shape or shade—particularly when the combination of such is usually far from good-looking—to receive recognition as such? This does not mean that an indefinite number of patterns and sizes are advocated. On the contrary, a mass production of attractive containers can be obtained just as easily, and just as economically, as those which are lacking in distinction.

As to the color for glass packages. Besides the colors that can be produced in a glass batch, it is possible to produce many tints and shades through the use of vitrifiable colors that are applied by methods similar in use by the printing, lithographing and paint trades. They may be applied in design form and in such a small area that the visibility of the product in the container is not impaired.

## Distribution in Small Packages

FREQUENT reference has been made in these columns to the advancing demand for food products in small packages and to causes actuating this definite trend. The practice of hand-to-mouth buying, so prevalent in metropolitan centers which provide limited facilities for food storage in apartment house areas; the desire for convenience and variety, and the reduced cost of the smaller units as compared with the expenditures necessary for quantity buying.

It has been estimated that in New York alone there are 1,347,478 families who spend an average of \$18 a week for food, while the aggregate annual food bill totals \$1,261,240,000. These figures in comparison with others from less thickly populated areas show that average expenditures for the latter are higher, indicating that small package buying has not yet attained its full growth, as compared with the metropolitan demand, in the smaller cities and outlying towns.

Such a growth, however, may be confidently expected and even present figures surpassed with the continual

expansion of chain stores which were formerly confined to the larger centers of populations.

It is estimated that today there are some five thousand stores, operated by chain organizations and selling goods that range in price from five cents to a dollar. Several manufacturers—not only of food products but of other lines—have already extended their packaging plans to meet the demand for smaller sizes. There is still, however, ample opportunity for those who produce quality products and are not afraid to package in containers that can win public approval.

## Packages That Simplify Purchasing

TO the timid customer, the barber shop of earlier days was a place of helpless refusals, and to some extent the good old custom of urging the purchaser of a "shave, shine and shampoo" to further expenditures for tonsorial delights still exists. This simple form of persuasive or suggestive selling may be regarded as one of the forerunners of the present plan, in general store practice, of suggesting something to every customer—without thought to existing conditions—which has become a fixed habit with many salespeople. "Strange as it may appear," writes a contemporary publication, "there are innumerable people in the world who prefer to be left strictly alone when shopping. They just don't want to be bothered and want to be free to 'take it or leave it,' as they see fit." Should there be any doubt on this point, we suggest a tour of observation through any of the "five-and-tens," chain stores or other establishments where goods are placed within easy reach of customers. And it will be found, too, that a large proportion of the total purchases are self-selected.

It has been suggested that retailers of toilet goods and other similar merchandise make provision for an accessible supply of smaller and less expensive packages in order that customers so minded may select their own. The development of a line of special packages to meet this demand would seem to be sound business for the toilet goods manufacturer who seeks a further distribution of his packaged products.

In other lines, like food products, the designs and construction of the packages are not, generally speaking, apt to be of materials that will be affected to the same degree of shop wear or soilage. And we find, too, in this group that there is a more general usage of protective papers that surround the package but permit visibility of the label or brand mark.

An advantage, which is immediately appreciated in the "take it or leave it" plan of distribution, of the packaged product over the unpackaged is that the use of the container aids in forestalling the temptation to handle the goods. The eye appeal created by the package is or should be sufficient to satisfy, so that the purchaser makes his or her choice without attempting to examine further. Good judgment will dictate the extent of decorative material required, likewise any explanatory typography that may be needed to complete the sale.

## Boxed Cookies—Displayed\*

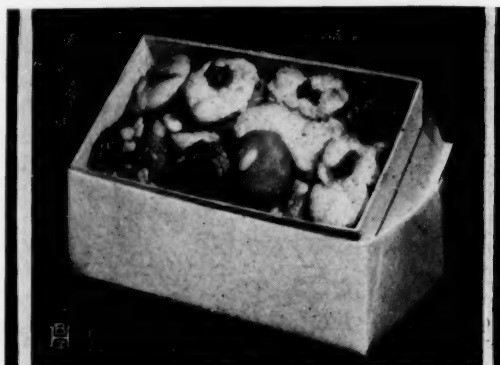
Containers with Transparent Coverings Keep Contents Fresh and Show Goods to Advantage in Store Window

**B**OXED dainties, Leighton's Cookies, about equal the famous "Heinz's 57" in the number of varieties. At any rate, there are fifty or more kinds of small cookies made up when the special of this kind is to be run. This is a good business stunt and a good production stunt as well, because the cookies can be made up during any of the slow spots of the day or week and even filled into the boxes all ready to put on display and serve customers without putting any strain on the routine of the shop. One illustration shows the arrangement for the window the day or days of the special selling, except for the window cards which should be carried in the window with the display while the cook-

ies are on sale. To give a better idea of what the individual boxes look like one is illustrated alone. This shows how the boxes, which in this instance are one-pound size, are made up from the various assortments, and the care that is taken to protect the contents. A piece of transparent paper is laid over the goods and held in place with a rubber band, the sheet being large enough to cover the top of the box fully and fold far enough over the sides to make it easily secured, but not large enough to show when the cover is on. For picnic lunches, for regular

traveling, for a gift box, or just a regular cake purchase, they go well.

One thing further, window cards should be used to announce the sale a couple of days before, and inserts should be used in the packages that go out from the store for the same purpose. These ordinarily retail for seventy-five cents a pound, but for



*Single-box with transparent covering*

\*Abstracted from an article, "A Special That Has Great Publicity Value," which appeared in the Aug. 18, 1928, issue of *Baker's Helper*.

the sale they are priced at sixty cents. A number of almond cookies are included in the assortment and these,



*Window display showing cookies in one-pound boxes, with transparent covering*





# Let's get down to facts..

**W**ords—unless they convey something definite—are but substitutes for demonstrated facts . . .

For this reason we urge you to write Sutherlands for a complete proposition on your folding carton requirements.

With definite figures before you and actual samples to test, you can compare the advantages of Sutherland carton board . . Sutherland workmanship . . Sutherland prices.

If you will need cartons soon, write us now . . permit us to offer some real facts by furnishing you with quotations and samples.

## Sutherland Paper Company Kalamazoo, Michigan

*Manufacturers of*

**FOLDING CARTONS  
and ICE CREAM PAILS**

**New York Office**  
51 E. 42nd St.  
Phone: Vanderbilt 10377  
W. W. Hixon, Mgr.

**Chicago Office**  
80 E. Jackson Blvd.  
Phone: Harrison 0813  
A. C. Olson, Mgr.

of course, are quite expensive, but mixed with vanilla wafers, white, pink, and chocolate, a few coconut macaroons, and other cookies of delicious flavor but not so costly to produce as the almond and butter cookies, will even up expenses and bring the average cost to the point where a good profit may be realized. Variety in shape is just about as

important as variety in make-up, and the finishing with chopped nuts, colored icing, candied cherries and angelica, also makes the cookies more tempting. Stars, scrolls, small rounds and finger shapes, with individual decorative touches that need not take a great deal of time if the work is carefully planned, help to extend the variety of shapes.

## Washington Correspondence

ACCORDING to a preliminary statement issued by the Federal Trade Commission, an important conference of those engaged in the grocery industry of the United States will be held at Chicago, Oct. 24. As indicated in this statement it is believed that the conference will be valuable to the packing and container feature of this industry, as indicated by the following:

Each branch of the industry such as the manufacturers, wholesalers, retailers, brokers and chain stores, will offer recommendations for elimination of unfair practices peculiar to its own group and efforts are now being made to avoid duplication and confusion of the Conference through formulation of a general program that will apply to all groups.

Representatives of the several branches have already formed a committee to lay the ground work for the conference. They met recently in New York. Each group agreed to prepare resolutions covering the unfair practices in its own branch. Such resolutions will be forwarded to the commission and the entire set of resolutions will be circulated among all the branches.

The program to be set up by the committee will be considered as tentative and subject to amendment at the conference. Every delegate will have opportunity to express his views and to offer additional subjects for consideration. While the conference is not to be primarily a trade association matter the committee of representatives of the various branches of the industry is made up of two members of each association, one an attorney familiar with the troubles of the particular branch he represents, the other an expert on commercial matters. In addition, each association has the privilege of retaining one or more members of its own organization on the committee in an advisory capacity.

Those at present acting in advisory capacities are: M. L. Toul, secretary, National Wholesale Grocers' Association, New York; H. D. Crippen, president, American Grocery Specialty Manufacturers' Association, New York; J. C. Westfall, St. Louis Retail Grocers' Association, and National Association of Retail Grocers; Walter J. Nichols, National Association of Retail Grocers, Cleveland; Conrad W. Frey, National Association of Retail Grocers; and Paul Fishback, secretary, National Food Brokers' Association, Indianapolis.

Among subjects of interest to the grocery industry that have come to the commission's attention and which may be considered at the conference, are misrepresentation and secret rebates, unfairness of different types

of so-called "free deals," commercial bribery, misleading advertising, lottery schemes, fraudulent manufacture and distribution, wasteful practices, discriminatory prices, and phases of resale price and maintenance.

Commissioner C. W. Hunt will represent the commission at the conference and will be assisted by M. Markham Flannery, director of trade practice conferences.

IN a recent series of tests conducted at the Forest Products Laboratory of the Forest Service, United States Department of Agriculture, it was found that boxes made from dry lumber, stood up better than those composed of green lumber, under moisture conditions.

"The results of the test indicate that boxes made of green lumber and allowed to dry will show only about one-quarter to one-half the resistance to rough handling as boxes made of dry lumber and stored under the same conditions.

"Six different moisture contents were used in the tests—which constitute one phase of a study of the suitability of various species of wood for shipping containers—to simulate conditions which boxes are likely to encounter in actual transportation.

"Green boxes tested by the laboratory lost five-sixths of their resistance to rough handling after drying for about 60 days under conditions similar to a moderately dry, heated warehouse. Boxes made from air-dry lumber and stored for about 60 days under conditions which caused but little change in their moisture content, still retained 84 per cent of their resistance to rough handling."

THE United States Department of Agriculture, in an announcement recently issued called to the attention of business houses which deal in bulbs, the labeling requirements of the revision of the narcissus

bulb quarantine regulations which became effective May 15, 1928. The fall season for narcissus bulbs is now beginning and is expected to last through October.

Under the revised regulations, every crate, box, or other container of narcissus bulbs offered for interstate movement by the grower thereof shall have securely attached to it, an official Federal shipping certificate, the issuance of which is based on inspection or disinfection. In the case of a carload shipment, such certificate shall also accompany the waybill. Such certification shall remain and continue as a condition of any reshipment of such certified bulb for interstate movement in original containers.

Dealers who buy and sell such bulbs, as well as all other shippers who do not grow their own bulbs, are required to conform to the following regulation:

"Certified narcissus bulbs taken from crates or other original containers for *reshipment interstate in smaller lots* shall have securely attached to each container a tag or label signed by the shipper thereof reading as follows: '*The undersigned certifies that the narcissus bulbs contained herein were taken from a shipment of narcissus bulbs certified by the Plant Quarantine and Control Administration under Notice of Quarantine No. 62.*'"

The tags or labels described in the last paragraph are to bear the exact wording shown and to be signed by the shipper. This form of tag covering reshipments will not be supplied by the department, but is to be secured by the shipper and may be prepared by any local printer. No special form or size is required and shippers may include the wording given as a part of the address label if convenient.

BUTTER and cheese packers in the United States will find valuable suggestions made for them by packers in New Zealand in a report received by the Department of Commerce of what is being done there. A résumé of this report is as follows:

"The possibility of an important

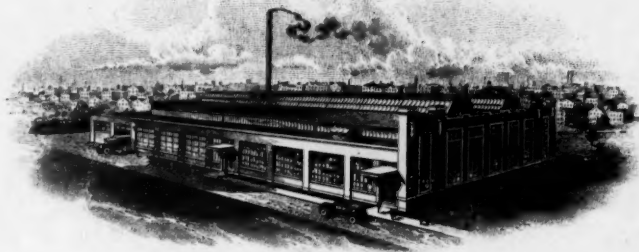
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A



Fancy papers in bright  
striking colors will  
give your packages an  
irresistible appeal.

This design in sheets  
size 33 x 46.



*Write for samples  
and prices.*

**ADDISON LITHOGRAPHING COMPANY**

**ROCHESTER, N. Y.**

NEW YORK  
Wm. H. Green, 469-5th Ave.

BOSTON  
W. G. Ahern, 40 Court St.

CHICAGO  
Chas. A. Rindell, Inc., 64 W. Randolph St.



**E**ACH year brings a substantial increase in the number of manufacturers who are using American Clay Coated Box Board because they realize that their business is built on the merchandising of their products.

Cartons and Display Containers are the vital factors in the merchandising of packaged goods. American Clay Coated helps you to get your story over clearer, with more definition and a clearer looking unit.

**JOIN THE ARMY!**

**American Coating Mills**

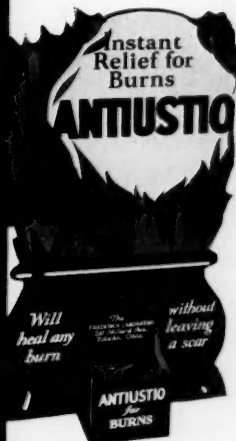
Elkhart, Indiana

*Eastern Sales Office*

501 Fifth Avenue, New York City

*Chicago Sales Office*

2033 Builders Bldg.



**AMERICAN CLAY COATED BOX BOARD**

# The New Package\*

By ALDEN W. CUMMINGS

Dennison Manufacturing Co.

THERE was a time when packaging seemed to give no one much concern, but when the advertising experts appeared on the scene it was decreed that packages should be attractive enough in design and color to appear advantageously in the ad-

greater incentive to purchase because neither pictures nor words seem to carry the same descriptive air of authority.

Without a doubt the best prospect is always at the store itself where the urge to buy is the strongest.

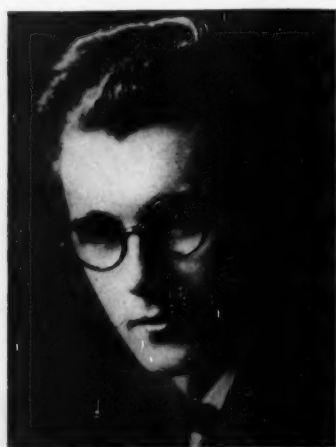
THE changing standards of American living have also tended to influence packaging. The general rush toward living in complex and small-

has in many cases forced the manufacturers to make a more attractive case or carton that will not clash with these well-designed rooms. The modern housekeeper does not care for unsightly packages upon her kitchen shelves. Packages of gay hues now rest on the shelves where we once saw dull and uninteresting cartons and boxes piled. It is now possible for the housewife to have her furniture, pots, pans, etc., all of a given scheme. And why not her packages? It is safe to say that if the carton does not satisfy her taste the contents will be put in a more decorative can or container and the package—along with the valuable trade-name—will be consigned to the rubbish pile. Good-looking containers pay!

The style of printing used is highly important. A package must be likened to a poster or broadside advertisement. Brand names dominate visible surfaces and this feature is almost bound to result in repeat orders due to constant repetition in the user's mind. The printed copy and afore-mentioned brand names are now printed in a clear, easily read and hence easily remembered, type which is far from the fantastically twirled letters of yesterday.

The same truths apply to wrapping paper. It is possible to evolve such a decorative wrap that the consumer will actually feel he is carrying a distinctive package and hence place an intrinsic value on it as such. It is quite possible that these wraps can be so decorative and colorful and yet so pleasing to the eye and tie up so closely with the concern they represent, that they could actually become walking advertisements.

IN Paris, France, all of the larger department stores have very distinctive and decorative wraps of a design that is carried through all wrapping papers, bags and boxes. One is quick to learn through their beauty which stores the bags or



Alden W. Cummings

vertising matter, the advertisers desiring whenever possible to include a picture of their product in their ads. This naturally led to a revision of design in some packages, although many firms of long standing, and whose packages stood as their trade mark, seemed to desire no change. On the other hand, many seemed to be of the opinion that a package presented an adequate and presentable appearance if it were "all dolled up" with no end of fantastic scrolls and lettering and finished off in a few bright colors.

The most expensive and well-planned advertising in the best newspapers and magazines can never hope to compare in actual value with the display of the merchandise in its ability to make sales. Pictures are always better than the finest word descriptions, but the actual goods themselves, dressed in an attractive manner, invariably seem to create a

*THE package of tomorrow will look like an explosion in a paint shop compared with the anemic, washed-out carton of yesterday. We no longer think of a package as a cover for a product. It is a gay and decorative advertisement for your goods. Good color applied to packaging will make even commonplace goods attractive. Good packaging is a valuable advertising medium, an organ for sales production, the means of making your product the focal center at all times. The modern package is part of the colorful up-to-date kitchen, a decoration for the boudoir, an ornament for the cupboard.*

*There are only five popular colors for kitchen decoration in the present vogue of color—Chinese red, canary yellow, reseda green, light blue and black. If your package is to find a place in these kitchens it must agree with these colors.*

*The toilet goods package must be lush and exotic—it must be overpowering in its effect on the senses.*

*The shoe box must be so attractive that people will keep their shoes in it instead of throwing it away.*

roomed apartment houses has made it imperative that many packages, particularly in the line of groceries, be of convenient size to fit on the small pantry or kitchenette shelf. The increased interest in fine interior decoration, which has extended even to kitchens, bathrooms and closets,

\* A paper presented at the Fifteenth Annual National Business Conference held at Babson Park, Mass., Sept. 17 to Sept. 23, 1928.



# NATIONAL ADHESIVES CORPORATION

Successors to

**National Gum and Mica Co., Glucol Mfg. Co.,  
and Dextro Products, Inc.**

**W**ILL continue that good measure of service that made its units, individually, factors in the packaging and packing phase of industry.

Together we will render far greater cooperation to the users of

## DRY AND LIQUID GLUES

*for*

### CARTON SEALING

### PACKAGE WRAPPING

### CASE SEALING

More plants—speedier deliveries—closer sales offices to receive and handle your inquiries that you may enjoy the benefits of this union.

#### Executive Offices

820 Greenwich St., New York, N. Y.

#### Plants:

DUNELLEN, N. J. BOSTON BUFFALO CHICAGO CLEVELAND SAN FRANCISCO

#### Sales Branches:

NEW YORK	PHILADELPHIA	ST. LOUIS	SAN FRANCISCO
CHICAGO	BOSTON	DETROIT	LOS ANGELES
CLEVELAND	BUFFALO	CINCINNATI	CHATTANOOGA
RICHMOND			

#### Foreign Branches:

**Plants:** TORONTO, CANADA . . . LONDON, ENGLAND

**Sales Branches:** TORONTO, MONTREAL, WINNIPEG, VANCOUVER,  
LONDON, LIVERPOOL, GLASGOW, BELFAST



parcels represent and hence every package is just one more realization of that shop's popularity and service.

A package design should not be overdone. A package is designed as a means to an end. It is not an independent work of art for pure objective pleasure.

A dainty and well-planned wrap has a great sentimental value and a tasteful setting always suggests superior quality and tends to lift the merchandise above mere intrinsic value. A wrapper, on the other hand, while an adornment should service to differentiate an article from others of a similar nature.

THE use of modern art holds the greatest possibilities for packaging. What we hear called "futurism" and "cubism" is nothing more than a delightful form of impressionism. It can be most easily referred to as simply modernism. There is indeed much to be said for it. At the present time the idea seems to be quite firmly implanted in the minds of the leading advertisers. Designers and authorities of lesser repute are rapidly following suit. The number of things in its favor are considerable. The principal objection seems to be that it is all "angles" and not in the least "real" or "photographic." But in its pure feats of impression—and who has not received vivid and lasting impressions from many of these modern designs and advertisements—it is its own greatest success. This modern style has tended to re-establish black and white as values, produce a type of art that has dazzling attention and interest value, and moreover a type of art that costs but little to reproduce. It has to a great extent done away with photographic light and shade and all of the troublesome details of reproducing such a fussy kind of work. Angles, as before mentioned, are very evident, which is indeed a relief after gentle curves, horizontals and verticals. On the other hand, I think that certain individual artists have realized that the modern technique was a mystery to many and so they have gone on vast excursions into their own weak fancies and produced a result as confusing to their clients as to

themselves. The client invariably dislikes the result, but cannot prove his dislike and the "modern" artist, from a purely mental standpoint, wins the day. However, such work means nothing when seen beside the effort of a sincere master of the idea. Many of the most lovely and modern things on the market today present an appearance of great simplicity. The escape from the old-fashioned and heavy scientific color theories has been considerable and modern color schemes are purely artistic combinations of a trained artistic mind—of a company physicist or chemist.

The change in lettering and printing has been great. Instead of foolishly twirled letters we now have excellent clear alphabets that can be quickly read at a distance. And quickly read means quickly remembered.

ONE of the most healthy manifestations of modern art has been its source of inspiration. Originally this was the personal reaction of the eye and mind to what was before it. However, in Europe this idea has begun to take on a gorgeous classical background that begins, not where the classics stop, but at the point where they began. In America, however, we have sought more native inspirations and have adopted our most national symbol, the skyscraper. This with its soaring height, setback, and flat, naked surface has given us the inspiration for a new style.

Color plays an important part. Color choice is no longer haphazard for the color may make or break a package. For the package of mystery black or gray is chosen, as they are the indicator of the unknown. For strength heavy red seems best. Delicate pastel shades of orchid, green, yellow or rose suggest the feminine quality of allure, so much in demand for the toilet goods trade. Crimson, jade green and rich black suggest the occult and the senses. Shades of orange and rich yellow put us in mind of the sunlight and joy of life, and the yellow greens and pinks are the colors of spring. Red, the color of danger, quickly attracts attention and holds the eye. Blue, the most unearthly hue, is the color of

the heavens, space and eternity. White is indicative of purity, and vivid green suggests all manner of jealousy and hatred. Magenta is the color commonly associated with intrigue. Sprightly hues convey a tone of freshness and rich colors are always a sign of quality. Gold and silver suggest opulence and should be used with discretion.

## Washington Correspondence

(Continued from page 48)

extension in the use of vacuum packing process for dairy products was recently indicated in a cablegram received in Wellington, N. Z., from London stating that the shipment of vacuum packed butter forwarded early in April had opened up superior in flavor and in fresher condition than obtained with produce forwarded in the usual manner in boxes, reports Trade Commissioner Julian B. Foster. The cable message advises that the containers referred to were opened in the presence of a Control Board representative and two New Zealand Department of Agriculture representatives.

"Arising out of an experience gained through a recent fire in the West Coast Refrigerating Co.'s building, when it was found that cheese packed in vacuum containers left in an open room and exposed to heat, had not been impaired, another experiment, the result of which may point the way to extensive economy in freight charges, is at present under way. Three hundred containers carrying cheese are being forwarded to London as ordinary cargo, it being claimed that if the method is successful a saving of about \$15 a ton on freight charges will be possible."

THE increased use of cartons for sanitary reasons in packing butter for retail sales is considered advisable by health officials in 106 of 117 cities, according to a special survey being made by the Bureau of Agricultural Economics, United States Department of Agriculture.

These officials declared that cartons lessen the likelihood of contamination both in the home and in the retail store, and are a means of checking the absorption of odors.



# LET YOUR CUSTOMERS SEE WHAT'S INSIDE

**Thomas M Royal & Co**  
**PHILADELPHIA PA**

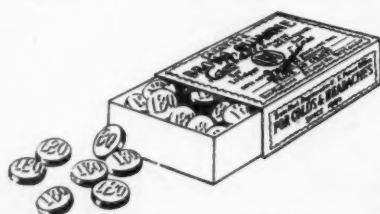
*Boston Chicago Los Angeles Minneapolis New York St Louis*

# Packaging the Tablet That Goes Around the World

Wrapping and Sealing Obtains Safe Delivery and Fresh Condition of Bromo Quinine  
—Company Makes and Prints Own Containers and Boxes

By JOHN R. WEST

TO find a method of packaging the world's largest selling cold and gripe tablet so that the customer, whether the purchase was made in London, Berlin, Paris, New York or one's home town, would find that tablet in first-class condition was a problem that the Paris Medicine Co., St. Louis, Mo., manu-



The "Bromo Quinine" carton

facturers of Laxative Bromo Quinine, has solved in a satisfactory manner.

Up until two years ago the company had suffered repeated losses from pilferage, breakage, and discoloration of tablets due to moisture. The discoloration was not so great among the domestic trade, but when the tablets were shipped to the foreign market, due to the necessary delays in transit and the natural atmospheric conditions of an unfavorable nature, the losses through discoloration were great. But great as these were, they could in no way compare with the loss through pilferage or concealed loss. It was here that the company found one of its greatest problems.

The former method of shipment both at home and abroad permitted the opening of a shipment in transit, the pilfering of any amount of the contents and the subsequent resealing of the shipment with no outward evidence that the shipment had been tampered with. This led to a strained feeling on the part of all concerned in the shipment. The

medicine company knew that they had sent the package intact; the express company took the package in good faith; the railroad and the shipping companies delivered safely, to all appearances, to the consignee, and yet upon being opened the shipment was short anywhere from ten to fifty percent of the original contents. Dissatisfaction would arise at this point which would be anywhere from six months to two years in disappearing.

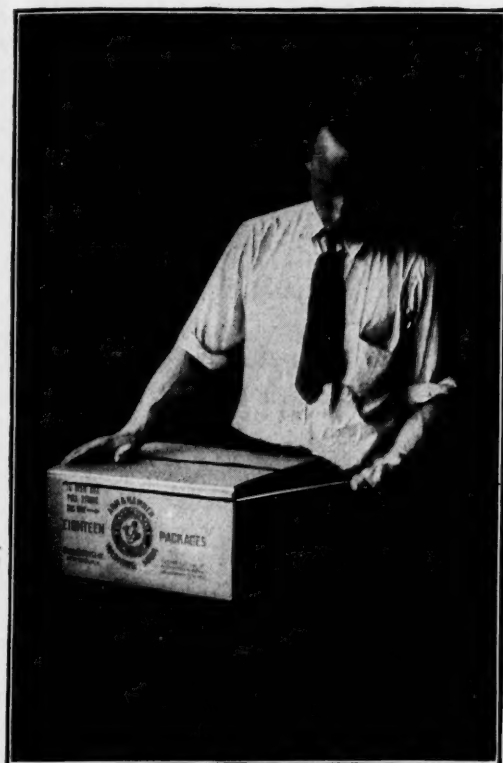
The upshot of it was that the medicine company decided to try a different manner of packaging. For the past two years every gross and two-gross lot of Bromo Quinine that leaves the factory, whether for local or foreign shipment, is sent out in a two-piece corrugated fibre board container which is wrapped in a glassine paper; dipped in paraffin and sealed at each end. An outer covering of water-proof paper completes the

wrapping. Since then there have been no reports of pilferage, although thefts of the entire package have occurred, it being almost impossible to stop such a loss. But insurance covers these cases, there is no breakage and only a small discoloration.

All shipments in the United States up to five-gross lots as well as all shipments up to two-gross lots to foreign countries are made in corrugated containers. Everything over the two-gross weight to foreign countries is sent in wooden boxes. One notable exception to this is in shipping to Venezuela where the rates are very high and based on weight. Goods to this country are baled in burlap and shipped. The company has found that the resistance of the corrugated board to breakage is great. It is possible to rest a 200-lb. weight on a five-gross container without any damage being done and the com-



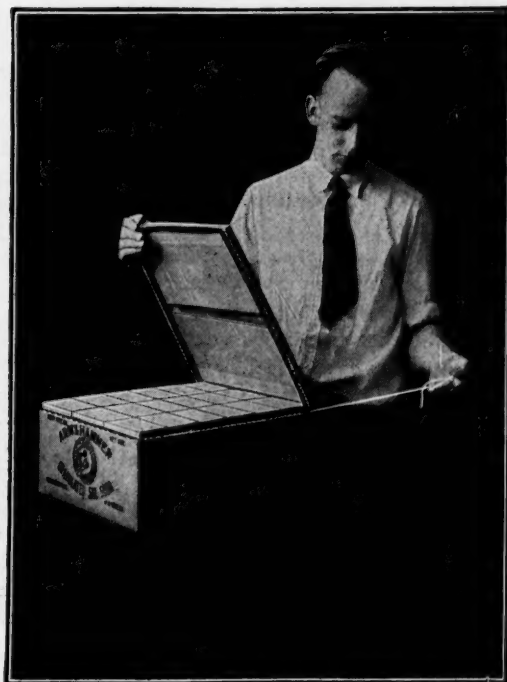
Receiving the cartons from double rotary tablet machines



TO OPEN  
THE BOX  
your  
customer  
just pulls  
the string

**N**O more claims  
for packages  
broken or damaged  
when opening the  
shipping cases.

The string opening  
box can be furnish-  
ed on orders for a  
carload quantity of  
a size, and at very  
reasonable prices.



## CONSOLIDATED PAPER COMPANY

General Offices and Factory—Monroe, Michigan

*Solid Fibre Corrugated Shipping Containers—Folding Paper Boxes*

BRANCH PLANTS—AURORA, ILL., GLENFIELD, PA., RIVER ROUGE, MICH.

700 Tons Daily Production



pany is slowly coming to the conclusion that all foreign shipments up to five-gross lots can be effectively sent in corrugated containers.

Packaging operations of the Bromo Quinine tablet start with the loading of a double rotary tablet stamping machine. In this machine the powder, the original form in which the Bromo Quinine is made, is compressed into tablet form and stamped with the initials L. B. Q. (Laxative Bromo Quinine). The initials are stamped on both top and bottom of the tablet. Wooden removable racks held in an upright position, each rack containing 144 cartons, automatically feed these cartons to an outlet of the tablet machine where twenty tablets, with one movement, are dropped into the small familiar carton. Attached to this tablet machine is another one, devised and patented by the Paris Medicine Co., called an E. W. Grove machine, that automatically opens the carton to receive the tablets. The rotary tablet stamping machine with the Grove machine will open and fill tablets at the rate of approximately 3000 cartons an hour. The cartons, printed in black and red, are bought already made and are the only containers of any description that are not made on the premises.

Each carton after being filled and still open is automatically carried to an operator who inserts a sheet of directions, closes the carton, and places them, twelve in a row, on a belt by means of which they are carried to a table where they are picked up by another operator who places twelve cartons in a container. This container is  $4\frac{1}{2}$  in. wide,  $8\frac{1}{2}$  in. long and  $\frac{1}{2}$  in. thick, of 16-point board with red embossed lettering showing the company's trade mark. When filled the container is wrapped in a glassine wrapper. This container is the packaging unit and is wrapped in one-gross to ten-gross lots. It is this container that is packed in the corrugated containers in one- and two-gross lots as mentioned above.

With the exception of the small carton in which the actual tablet is placed, the cardboard container and the corrugated fibre board boxes are

made at the plant from the rough material to the finished product. The process of making the corrugated containers is not complicated. The company simply buys the fibre board in large sheets and cuts it down to the required size, folds and joins the parts into the required size for one-, two-, five- and ten-gross lots.



*Embossed container for twelve cartons*

The making of the cardboard containers is a little more intricate in operation. The cardboard is bought in large sheets 38 in. x  $39\frac{1}{4}$  in. These sheets are cut in half and then placed in a two-color printing machine. They are then glazed and embossed, taken to a cutting and creasing machine and brought down to a single container size. The container is stripped of its roughness by operators and then is folded and glued on an automatic joiner and gluing machine. This latter machine turns out 4000 containers an hour.

#### MACHINERY AND SUPPLIES

Rotary Tablet Machines: F. J. Stokes Machine Co.

Folding Machines: E. G. Staude Mfg. Co.

Embossing Machines: John Thompson Press Co.

Cartons: F. N. Burt Company, Ltd.

Glassine Wrappers: Shaughnessey-Kniepp-Hau Paper Co.

Waterproof Paper: Shaughnessey-Kniepp-Hau Paper Co.

Because of the economy effected, the Paris Medicine Co. does all its own printing. The biggest item in the operations is the printing of the directions for the Bromo Quinine tablets, these directions being inserted in the carton. The directions are printed on sheets 34 in. x 50 in., 60 to a sheet, each direction coverage being  $4\frac{1}{8}$  in. x  $9\frac{5}{8}$  in. Five hundred thousand of these directions are printed and cut in a day. The direction sheets cut to their required size are placed in folding

machines and folded three to a size  $1\frac{1}{16}$  in. x  $1\frac{3}{4}$  in. and are then ready to be placed in the tablet carton.

Because of unexpected epidemics of cold, grippe, etc., extra large supplies of the Bromo Quinine tablets are kept in stock, protected from moisture by their glassine wrappers and water-proof paper.

#### Reduction in Jar Sizes

THE Division of Simplified Practice of the Department of Commerce has reported on the meeting held at Cleveland, Ohio, Sept. 18, to consider the question of eliminating certain sizes of glass containers for preserves, apple butter and jellies. This meeting was held in conjunction with the mid-year convention of the National Preservers' Association.

The following subjects were discussed:

Present variety in sizes (capacities) of glass containers used in packing preserves, jellies and apple butter.

A recommended range of sizes and varieties for future practice.

The establishment of an effective date for the recommendation.

The appointment of a Standing Committee.

As a result of this conference the number of sizes of preserve jars was recommended to be reduced from 36 to 8, jellies from 24 to 7, and apple butter from 6 to 4.

The new production of these sizes will become effective Jan. 1, 1929, the time allowed to clear old stock of sizes eliminated being Jan. 1, 1930.

A standing committee of nine members was appointed, consisting of three representatives from the Glass Containers' Association, three from the National Preservers' Association, one each from the National Wholesale Grocers' Association, National Association of Retail Grocers, and the National Chain Store Grocers' Association of the United States.

It is understood that this is the forerunner of other important changes which are to be brought about in the near future through the cooperation of these associations and the Division of Simplified Practice.

# NEW... A Better Box Top Padding

## Write for Free Samples

of Kimpak Box Top Padding so that you can try out this new, better, more economical material for yourself.



Cut-through section of box top, showing the firm resilient dome of clean, white Kimpak.

## 10 Points of Superiority

- 1 Pure white. No dark cast can show through.
- 2 Firm and resilient.
- 3 Absolutely uniform in thickness, etc.
- 4 Easiest to handle and cut.
- 5 Reduces time and labor cost.
- 6 Strictly clean.
- 7 Comes paper-backed, ready to use.
- 8 Sheets come perfectly flat, which is essential.
- 9 Lower costs.
- 10 Delivered in sealed corrugated cartons; sheets kept clean, protected, all edges square and true—no waste.



**MILWAUKEE PAPER BOX CO.**  
"BRAIN BUILT BOXES"  
CORNER SOUTH PIERCE AND ELEVENTH AVENUE  
MILWAUKEE, WISCONSIN

We have now used several shipments of the new Kimpak box top padding and it is proving so mighty fine that we want to tell you about it.

For one thing, we are effecting a considerable saving in cutting. Due to the paper backing and the flatness and uniformity of sheets, Kimpak padding can be readily jogged in a cutter, while most padding has to be laid out each sheet at a time, separately. And, too, considerable time is saved by the paper backing itself, as it eliminates the necessity of placing a padding and a manilla sheet on separately at the time they are applied at the wrapping machine.

While making decided improvements in manufacturing, and in box quality, we are also making a saving in cost of material. So that from every point you can put us down as a very much satisfied customer.

*H. C. Carlson*  
President.

THOSE paper box manufacturers who have been introduced to the new Kimpak Box Top Padding are enthusiastic about its greater quality, convenience and economy. You will be, too, once you have tried it. Comes packed flat 24" x 36". Two thicknesses: 7-ply (bulk .050), 175 sheets to a carton, and 10-ply (bulk .075), 125 sheets to a carton.

# Kimpak

REG. U.S. PAT. OFF. REG. IN CANADA

## Box Top Padding

### Mail Coupon for Free Samples

KIMBERLY-CLARK CORPORATION, Neenah, Wisconsin, Mfrs. MF-10

Address nearest sales office:

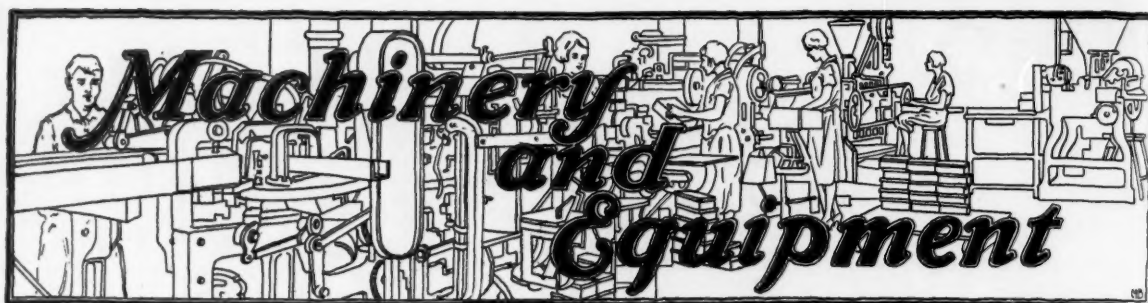
208 S. La Salle St., Chicago, Ill. 51 Chambers St., New York, N. Y.

Please send sample sheets of the new Kimpak Box Top Padding and quote prices.

Name .....

Attention .....

Address .....



### New Capping Machine

OF interest in new equipment and development is a capping machine being brought out by the Karl Kiefer Machine Co., Cincinnati, Ohio. It is called the "Sure-Tite" capper and is shown in an accompanying illustration.

In a booklet describing this machine, various methods of capping

There are many manufacturers who need a machine more efficient than the hand-operated cappers, and yet whose production does not warrant the use of high speed automatic machines. It is for such manufacturers that this new machine is intended.

While this is not a hopper feed machine and the caps must be started

that it regards automatic machines as unquestionably worth the money and thoroughly satisfactory but it believes that their new capper can be used to advantage where a capacity of 35 to 40 a minute is all that is necessary. It is claimed that this machine accomplishes the work perfectly, capping all containers alike, to just the degree of tightness desired.

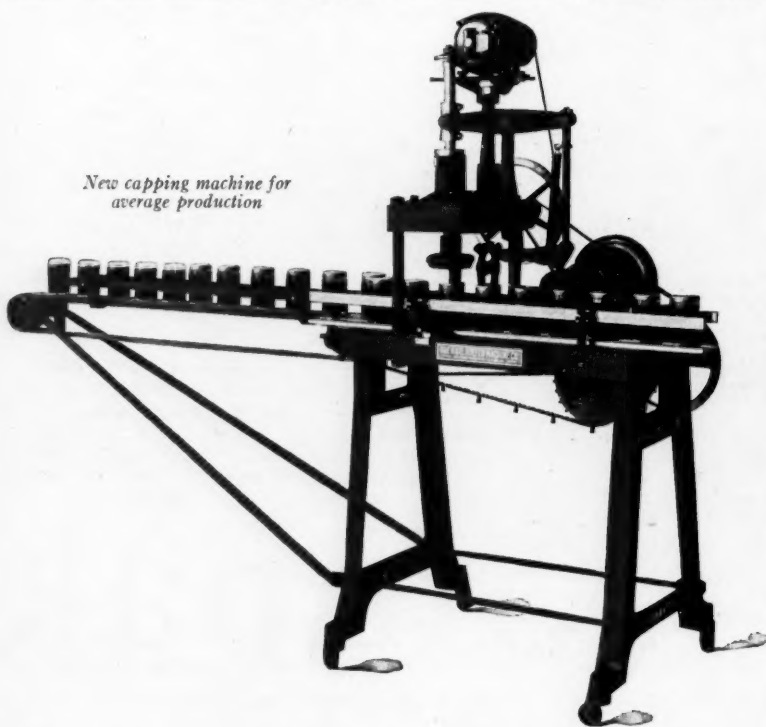
The machine is equipped with a feed conveyor 3 ft. in length. The bottles or jars may be discharged automatically from the filling machine on to the feed belt of the capper. While the containers travel along this belt, an operator starts a cap on each jar or bottle. They are carried forward into the machine and the containers are then automatically placed from this belt on to the chain feed of the capper. This chain feed operates intermittently, so that the container is brought under the chuck for tightening, and momentarily held in that position. The chuck descends and engages the cap, turning it to the desired degree of tightness. The jar is then released, moved forward, and at the end of the conveyor may be taken off by hand or discharged automatically onto a belt conveyor.

The chuck is said to be a clever friction drive device, positive in its action and so constructed that the degree of tightness to be given the caps can be adjusted in a moment's time. The machine is adjustable to a variety of styles and sizes of containers. It is operated by a 1/4-hp. motor.

### Packages for Shipment

DRUMS and pails which are said to have been successful in delivering the merchandise of coffee roasters, wholesale druggists, candy manufacturers, cooky and biscuit makers,

*New capping machine for average production*

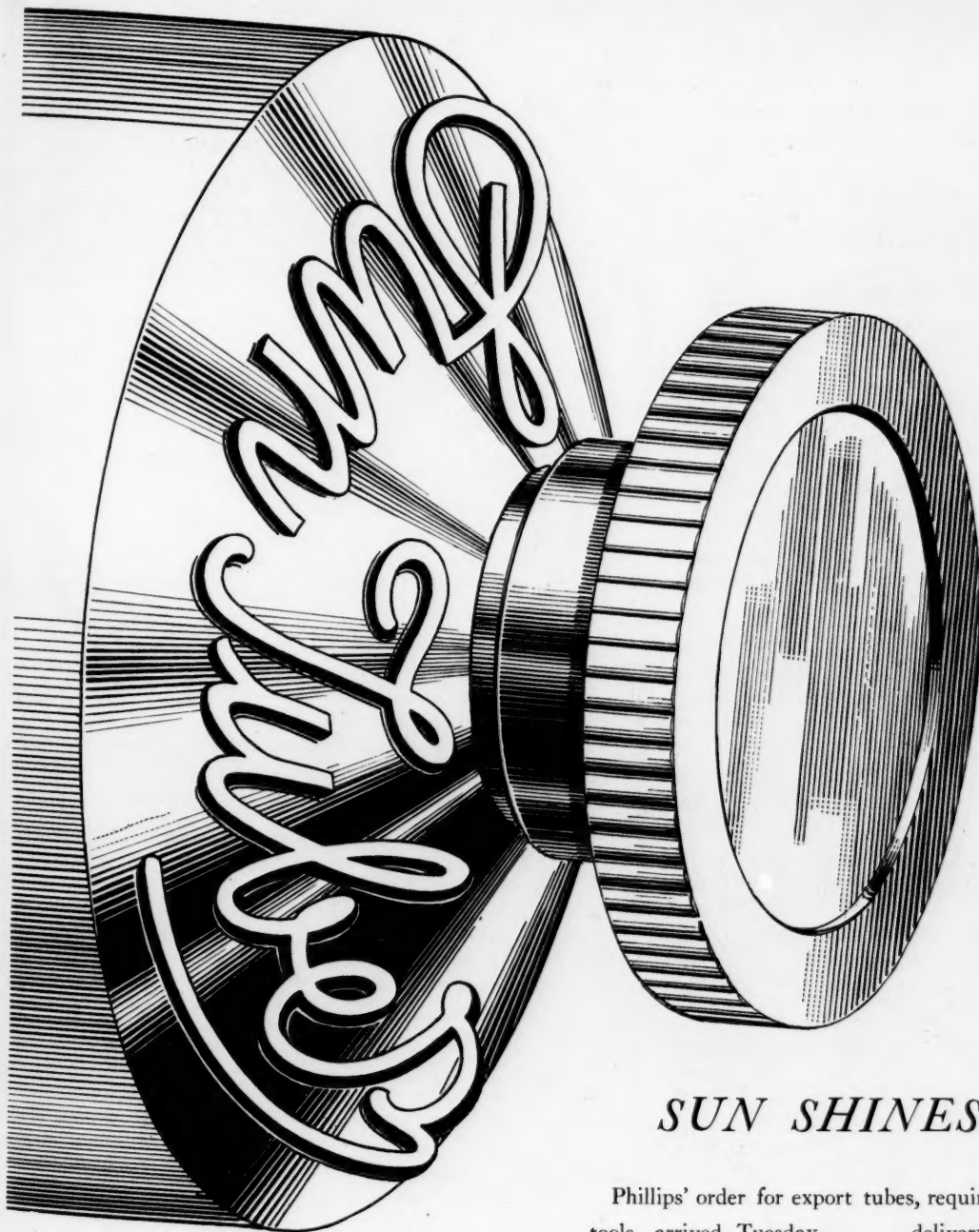


are discussed, and it is pointed out that up to this time there have been available to the bottler and packager only small hand-operated machines with a capacity of, approximately, 15 per minute with one operator, or 30 per minute with two operators; and the relatively expensive automatic cappers with single or multiple heats, and with a capacity of 40 to 100 per minute.

on the jars or bottles by hand, necessitating an operator, most capping machines which are termed automatic require an operator in attendance on the machine. The Kiefer Company maintain that at its capacity the labor cost of operation of this machine is, therefore, no greater than that of automatic cappers while the investment in equipment is less.

The company is frank in stating





HILLSIDE, N. J.

## SUN SHINES!

Phillips' order for export tubes, requiring new tools, arrived Tuesday, . . . . delivery began Thursday, and continued daily. The tubes, finished each night at 10 P. M., were carted 60 miles to the customer's plant, awaiting the plant opening at 7 A. M.

*Frank J. Lynch*

President

P. S. You can depend on the *Sun*.



malted milk, cheese, soap chip and soap powder, stock and poultry food manufacturers, etc., to their customers in better condition and with less breakage than formerly are manufactured



Locking band device

by the Master Package Corp., Owen, Wis. These containers claim the following advantages: Strong, rigid, light weight, good appearance, airtight, siftproof, odor proof and odorless, moisture proof and economical.

The principal feature of the Master patented construction is the continuous locking grip of a steel band rolled and locked with the free edges of the solid fibre side wall and solid fibre head under 19½ tons hydraulic pressure. This forms a virtual union of the two elements and affords a round tube-like edge for drum and pail of immense strength, tenacity and protection. The locking is so tight the drum and pail will not leak water. Although they may be battered, edges bent and jammed in rough tests, this construction keeps them siftproof.

Drums are made in approximately 30 sizes with inside diameters of 10½ in., 13 in., 15¼ in. and 17 in., and ranging in depth from 6 in. to 32 in. Special depths are made on order. Wall and heading construction varies in thickness with size of drum but is, in every drum, considerably in excess of requirements of railroad classification.

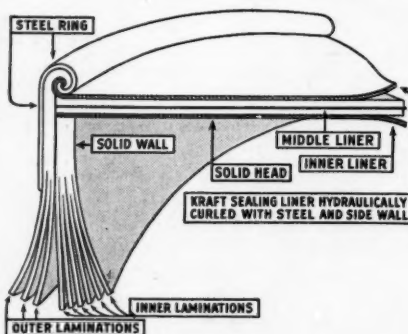
Fancy drums are made to order in any color, size and finish. These may be stenciled in one color or not stenciled, wrapped before banding or not wrapped. Coffee drums in red finish are carried in stock. Glassine-lined drums, any desired size, plain or fancy finish, with hinged covers, are also made to order.

Pails are carried in stock in 30 lb., 40 lb. and "20lb. squat" sizes in standard finish and can be supplied in mottled blue, gray, pink, purple and red glazed finishes on order.

Sealing the drums to prevent tampering is a simple operation performed with a special tool and sealing clips. Only four clips are necessary on small drums and five or six on larger drums.

Another interesting feature about this drum is the so-called "mouth bag." The interior of the drum being all fibre, a liner or bag to protect contents from the drum is therefore unnecessary. However, many packers find it convenient to have an extending bag. In the Master drum a bag-like tube made of crinkled kraft is fastened at the mouth of the drum, thus giving all the advantages, yet at the same time eliminating the nuisance of inserting a bag and extra cost. For filling, the bag is turned back over the drum and out of the way.

An important feature of this drum is its reuse value, that is, its second-hand value. Various containers of household utility have been made from drums having served the original purpose. The larger sizes are convertible into clothes hamper, home storage receptacles for woolens, blankets, furs, etc., industrial waste baskets, etc. Smaller drums are con-



Construction details on Master package

verted into waste baskets, convenient picnic drums, hat boxes, and fireless cookers have been known to have been made from these drums. Retailers have no difficulty in disposing of used drums at a price.



Group of drums showing comparative sizes

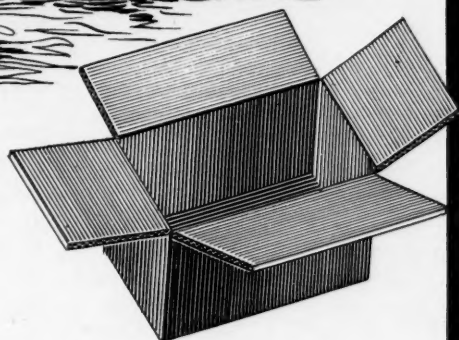
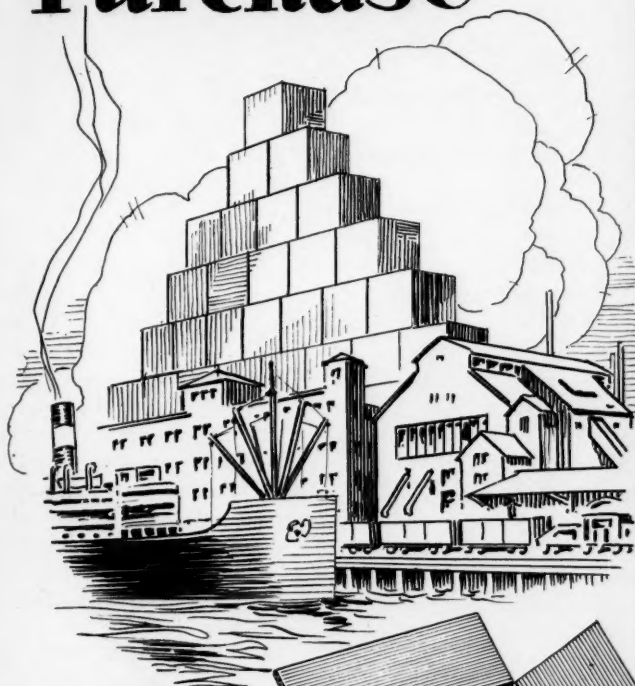
The Master pail and the Master cheese box are built very much alike. The only difference being that one has taper body and the other is straight sided. A new cover has recently been designed for the pail and it is self-locking. A twisted wire seal is used for additional security. In packing candies for storage against Christmas trade a confectioner has the advantage of inspecting the candy at time of shipment without mutilating or defacing the pail to make the inspection. The self-locking cover protects the goods in storage, yet permits inspection. The twisted wire seal protects the contents in transit.

## Trade Catalogs

**Wax Wrapper Machines:** A circular which describes the purposes and gives operating data relating to the Johnson Automatic Wrapper machine has been issued by the Johnson Automatic Sealer Co., Ltd., Battle Creek, Mich., under the title of "Keep Your Competition Down—and Your Packaging Efficiency Up." Complete specifications, engineering data and other helpful material are briefly listed for quick and easy reading.

**Fancy Papers:** Louis De Jonge & Co., 69 Duane St., New York City, have furnished the following sample books showing holiday papers: No. 215, Christmas specials, which represent novelties in design papers; Nos. 215, 216 and 216A, which show box covering papers for the holiday trade, and Nos. 219, 220 and 220A which include tissues that represent a class of goods that is used extensively for lining holiday envelopes and for wrapping holiday packages.

# Profitable Purchase



## INTERSTATE CORRUGATED BOX COMPANY, INC.

FACTORY AND GENERAL OFFICES  
FRONT AND MAIN STREETS  
BROOKLYN, NEW YORK

Branches: BALTIMORE, MD.—PHILADELPHIA, PA.

**INTERSTATE CORRUGATED—  
A BUY-WORD FOR SAFETY IN  
SHIPPING**

### *Builders of Good-Will*

INTERSTATE Corrugated Containers are builders of good-will. They convey to customers your wholesome respect for their continued patronage.

They eliminate the possibility of damaged goods at point of delivery and avoid the possibility of annoying complaints, loss of time and money, damage suits against "carriers" and the ill-will of customers.

The national demand for INTERSTATE Corrugated Containers has been so great that we were compelled to increase our manufacturing facilities, 66%. Purchasing Agents everywhere are placing orders for these super-strength shipping containers. They are finding them a profitable purchase.

Write...now...before you turn this page...for full particulars. Our skilled engineers are ready to design an INTERSTATE Corrugated Container for your special needs.

*Your request  
for full partic-  
ulars incurs  
no obligation.  
Write today.*



## PRINTING INKS FOR CONTAINERS

(Continued from page 43)

type, are bound to fill up with ink and, as a result, there is nothing left to expect but an unreadable, slovenly appearing job of printing.

Another factor that sometimes seriously militates against the production of gloss printing is the finish or printing surface of the liner. I have recently been engaged in a bit of research work in this connection. Several mills throughout the United States have submitted samples of their liners and it is to be noted that the same inks, when applied to different liners, dry out in some cases with a beautiful gloss while in others they present a flat appearance when dry. With the increasing demands for gloss printing, the mills, as a consequence, have been eager to cooperate realizing their responsibility in the matter, and where it has been found that their liner is improperly sized or calendered they are keen to correct this fault.

It would not be politic for one interested in the sale of printing ink to advocate a policy that would work a hardship on the users of ink. Consequently, advocating a freer or at least a more judicious use of color might be interpreted as making trouble for the container manufacturer. Every one engaged in manufacturing realizes that it is the function of good management to keep down the inventory. It is obviously good, sound business for the container manufacturer to at least try to keep his supply of different inks down to a minimum. By so doing, he can buy in larger quantities and effect considerable economy. The ink manufacturer, likewise, would like to be able to concentrate on a few numbers and manufacture them in large volumes. However, the buying public seems to know what it wants and when it wants it. With competition as it exists today, the seller must produce what the buying public demands. With the extensive use of color today in all its ramifications, it becomes foolhardy to attempt to ignore or belittle its value. The shrewd manufacturers of containers realize this and are willing to satisfy

their customers' demands, figuring, of course, that when extra expense is involved, it must be included in the cost of the job. In any event, in so far as any increased expense is concerned in the purchase of quality ink, the amount involved when spread over the cost of the job usually is so small that it becomes a negligible factor.

Barron Collier, noted authority on advertising, has said, "If the quality isn't there, advertising will not pay."

THUS far I have emphasized corrugated containers particularly. Gloss inks are being used successfully on this type of container without any danger of sticking trouble, regardless of the size or the form. This is due to the fact that there is little weight in a large pile of corrugated sheets and also because the unevenness of the corrugated surface allows a free circulation of air, permitting rapid oxidation of the ink. The use of gloss inks on solid fibre, however, presents an entirely different and more difficult problem.

Everything that I have said about corrugated containers applies equally well to solid fibre in so far as the utilization of containers as advertising media is concerned. But when the use of gloss inks enters into the subject, there are difficulties that have been hard to overcome thus far.

Briefly, the difficulty here involved is the weight of the solid fibre stock. Gloss inks will stick under certain conditions. It is not to be inferred that gloss inks are not being used, neither is it desired to discourage the use of gloss inks on solid fibre containers. But it is important, when gloss inks are demanded on this type of container, that the buyer, the container manufacturer and the ink manufacturer fully realize the problems involved, and that each one clearly understands the other's position in the matter.

Up to this time gloss inks which when printed on solid fibre will not cause stick under any and all conditions have not been discovered. Despite this fact, gloss inks are being used. The appearance is so much more desirable that the buying public seems to insist on their use.

Due to the extreme weight of the stock when piled and the variable finish of the liner used on the inside of the container, which is the bottom side of the sheet and which comes in direct contact with the wet ink, it is difficult to prevent the stock from sticking together. This problem is accentuated during the summer months. Little danger is encountered from sticking when the form is light (small type) and on which little ink is required. It is on the larger forms, spread ink designs where it is necessary to carry a full flow of ink in order to cover the stock, that trouble exists.

There are different methods of handling the sheets to prevent them from sticking after they have been printed and while the ink is drying. These methods are largely determined by the type and condition of printing press used, and the methods of handling the stock as devised by various manufacturers. Unfortunately, the method of handling the stock or machinery used by one concern to meet the exigencies presented by a difficult printing job will not fit into the manufacturing scheme of another concern when they receive the same job. Therefore, it is frequently impossible to supply the same ink to both concerns. However, despite the methods pursued, and especially during the summer weather there is always some danger of sticking even though the best possible inks are used and every precaution taken.

During the past summer some sticking has resulted after boxes have been printed and tied into bundles. The boxes during transit in box cars have been subjected to extreme heat and humidity changes which had a tendency to soften the ink. The boxes, upon arrival at their destination, have then been stored in piles. When sticking has occurred, it has invariably been where the box has been stitched together due to the extra weight at this spot. It is quite possible that this trouble might be eliminated if the boxes were stored on end rather than flat. However, container and ink manufacturers are cooperating wholeheartedly on this difficult problem and we are hopeful that its solution will not be far off.



## WHAT KIND OF GLUE Does Your Packaging Require?

Ask for our circulars  
describing adhesives:

- (1) For labeling tin and glass containers.
- (2) For wrapping or sealing cartons.
- (3) For sealing corrugated or fibre shipping cases.

**THE ARABOL MFG.CO.**

Largest Manufacturers in the World  
of Adhesives for All Purposes.

NEW YORK:  
110 E. 42nd St.

CHICAGO:  
(Cicero) Ill.

## TIN FOIL

FOR BEAUTY and UTILITY



Cheese  
Butter  
Ice Cream  
Tea  
Chewing Gum  
Candy  
Cigars  
Cigarettes  
Beverages  
Friction Tape

**Midland Metal Co.**

1249-1289 SO. CAMPBELL AVE.  
CHICAGO, ILL.

## The AUDITORIUM HOTEL



The Newest in Cleveland, Ohio

You will enjoy your stay  
at the Auditorium Hotel.

300 Comfortable Rooms  
\$2.50, \$3.00 and \$4.00

In the heart of Cleveland's theater  
and business districts and  
overlooking Lake Erie.

**W. H. BYRON, Manager**  
East 6th and St. Clair Ave.

## GENESEE VALLEY

LITHOGRAPH CO.

ROCHESTER

NEW YORK



Specializing in  
Labels for  
Tight-Wrapped  
Package





**CONTINENTAL CANS**  
*protect Squibb Products against  
 deterioration and breakage.*

## Off to the Antarctic with Byrd

### SQUIBB QUALITY PRODUCTS IN CONTINENTAL CANS

**A**MONG the precious cargoes of the Byrd Antarctic Expedition, Squibb Products play a most important part. For the best pharmaceuticals are none too good for this band of hardy scientists and crew during their long sojourn into the Antarctic wastes.

The selection of Squibb Products is a splendid tribute to their unvarying quality and to the care exercised in packaging. Commander Byrd can feel sure that Continental Cans will give that protection against deterioration and breakage, so necessary on this expedition, and in fact everywhere.

#### CONTINENTAL CAN COMPANY, Inc.

COAST TO COAST

*Executive Offices:* NEW YORK: 100 East 42nd Street CHICAGO: 111 West Washington Street

*Factories and Sales Offices:*

CHICAGO  
 CINCINNATI  
 CLEARING

BALTIMORE  
 DETROIT  
 SEATTLE  
 SAN JOSE

JERSEY CITY  
 LOS ANGELES  
 PASSAIC

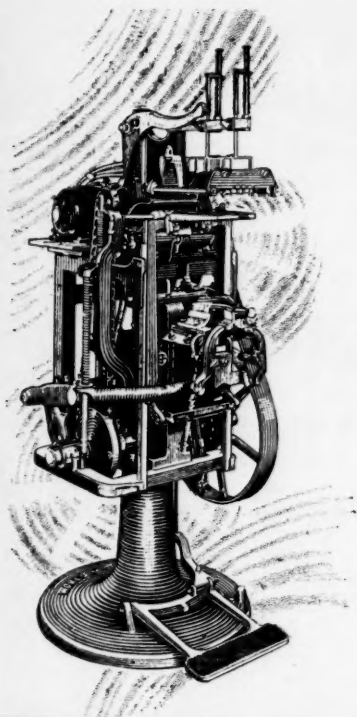
SAN FRANCISCO  
 SYRACUSE  
 ROANOKE  
 BOSTON

ST. LOUIS  
 NEW ORLEANS  
 CANONSBURG



**THE  
RANDOLPH  
BOX *and* LABEL CO.  
CHICAGO**

*Manufacturers of*  
**FOLDING BOXES  
DISPLAY CONTAINERS  
LABELS *and* WRAPPERS**



***Returns 155% on Investment  
Annually***

World Labeler working on a variety of glass containers is doing the work formerly done by three hand labelers at a saving of \$2.78 per day or \$778.40 per year of 280 days, besides other savings due to general speed-up of production.

Complete details of this certified performance of World Labeler gladly sent upon request.

**Economic Machinery Company**  
Worcester, Massachusetts, U. S. A.

---

**WORLD LABELER**

---

# PRACTICE REAL ECONOMY

## by purchasing **SAXMAYER BUNDLE TYERS**

Accurate, tying, neat firm knots, yet remarkably speedy.

Time and twine savers.

Automatic, and can be operated successfully by anyone.

Guaranteed for one year against defective material and workmanship.

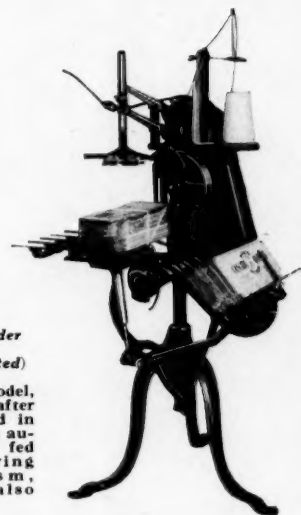
**TEN DAYS FREE TRIAL  
ANYWHERE IN THE U. S. A.**

Let us send you a machine for 10 days' free trial, so that you can judge just how suited it is to your work.

Write for full information and names of other companies in your industry that are now successfully using these excellent machines.

No. 9F Feeder  
Type  
(as illustrated)

With this model, the package after being placed in the feeder is automatically fed to the tying mechanism, which is also automatic.



*The* **NATIONAL BUNDLE TYER COMPANY**

BLISSFIELD

MICHIGAN

*Is your Package  
a Silent Salesman?*

**• U.S. •  
LABELS  
AND CARTONS**  
WILL HELP SELL YOUR PRODUCT  
*"Let us be your Package Counsellors"*

**ABOUT BRAND NAMES**

*It is unsafe to adopt a new brand name without first making a thorough investigation to ascertain whether the name is already in use. Consult our Trade Mark Bureau. The service is free.*

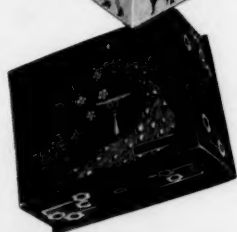
**The United States Printing & Lithograph Co.**

CINCINNATI  
110 Beech St.

BROOKLYN  
101 N. 3rd St.

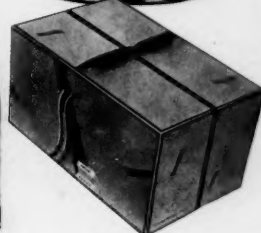
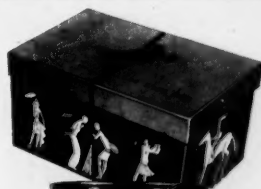
BALTIMORE  
28 Covington

## Labels and Wraps



**G**REAT merchandising organizations, such as are represented here, realize the value of Schmidt-Originated Wraps. Design, color and technic supplied by the Schmidt organization insure them of increased business. Can you afford to do less?

Let Schmidt Vitalize Your Package



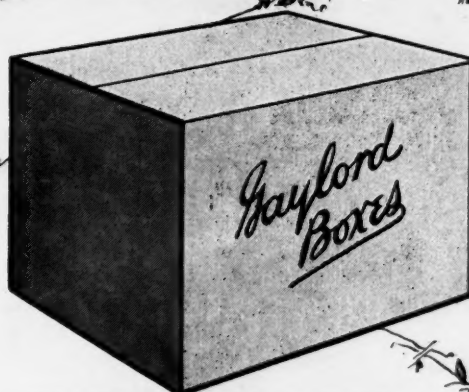
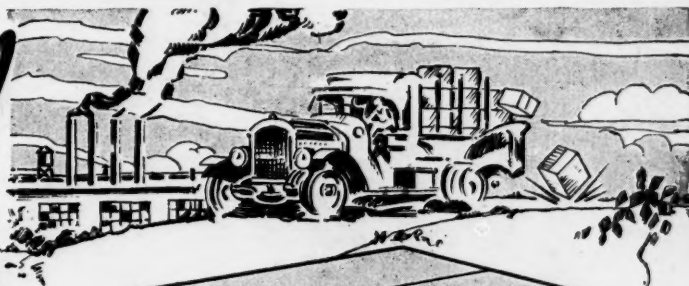
THE G. A. SCHMIDT LITHO CO.

1050 FULLERTON AVE.

**LABELS**  
ADVERTISING MATERIAL

CHICAGO

**Demand!**  
**Containers**  
*that are*  
**STRONG**  
*and*

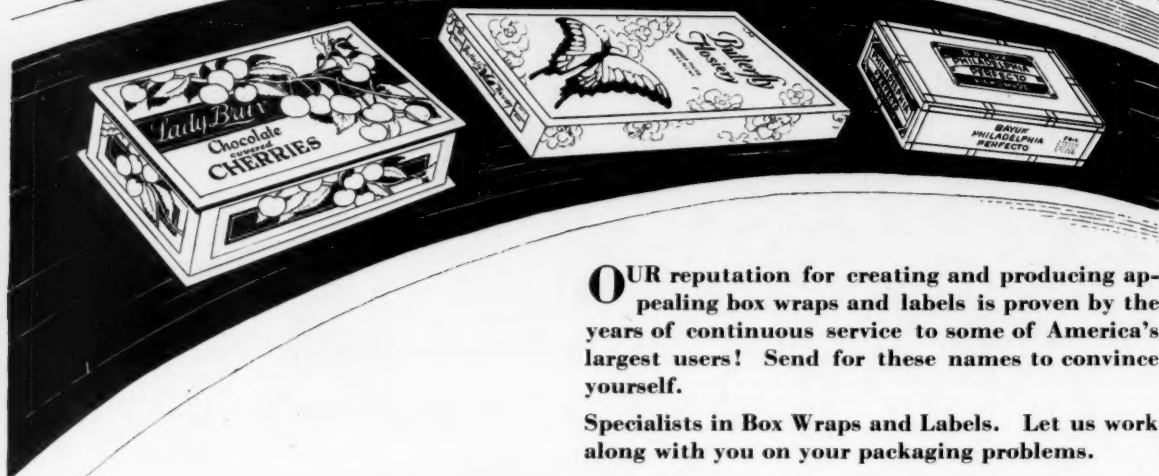


**R V G G E O**

**ROBERT GAYLORD, INC.**  
GENERAL OFFICES      SAINT LOUIS



# SPEED UP YOUR SALES WITH ATTRACTIVELY DESIGNED — BOX WRAPS

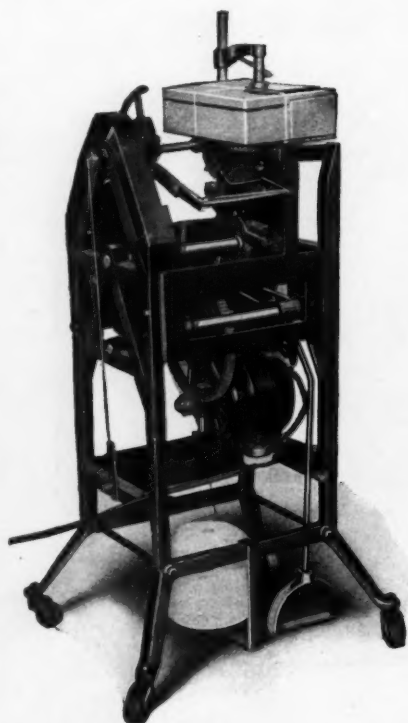


**O**UR reputation for creating and producing appealing box wraps and labels is proven by the years of continuous service to some of America's largest users! Send for these names to convince yourself.

Specialists in Box Wraps and Labels. Let us work along with you on your packaging problems.

**THE CENTRAL LITHOGRAPH CO.**

Cleveland, Ohio



## THE BUNN PACKAGE TYING MACHINE

*Used in every line of industry*

A double wrap of twine insures tightness. The Turntable type, for cross-tie in one operation, on boxes.

Ranges in size from very small packages, up to large bundles of set-up boxes, with a tight tie insured.

***Rapid, Reliable, Durable,  
Economical in Operation***

One operator does the work of 3 to 5 hand-tyers—and does it better, with no waste.

No experience necessary to operate.  
Write today for full information.

*Manufactured, Sold and Guaranteed by the Inventors*

**B. H. Bunn Co.**

7329-31 Vincennes Ave.

CHICAGO

# CARTONWISE?

Be guided in the selection of the producer of your cartons by the experience of some of the largest users of cartons in this country.

Your inquiry will tell you why they came to Continental.

Producing tuck-in cartons, seal end cartons and, in fact, all styles of cartons of precision that enable your automatic machinery to operate at its normal capacity.

## CONTINENTAL

FOLDING PAPER BOX CO., Inc.  
RIDGEFIELD, NEW JERSEY



Bottom Sealer in Operation

Very rigid and simple in construction, nothing mechanical to get out of order, any boy or girl can operate. These machines can be built in combinations with one or more bottom sealing units, and with one or more top sealing units as desired.

[WRITE FOR PRICES,  
TERMS, ETC., TODAY]

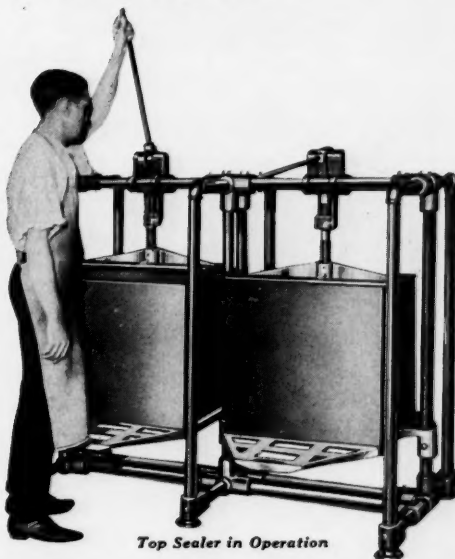
### THE HARMON SEALER

628-30 Jackson Blvd.

Chicago, Ill.

## NOW! THE HARMON SEALER

Particularly designed for the users of corrugated and fibre shipping containers, with a capacity up to 1500 containers per day.



Top Sealer in Operation

## THERE'S A FOIL PACKAGE FOR YOUR PRODUCT

Whatever your product is, there's a MASTER METAL  
Package to preserve it, advertise it, sell it.

We manufacture all grades of foil—aluminum, tin, composition, lead, and zinc. Colored and silver. Embossed, plain, and printed. With different kinds of backing such as waxed paper, bond, glassine, grease-proof, or without backing. In sheets or spools for automatic wrapping machines.

Metal-surfaced or metal-

lined cartons and containers are an exclusive line of ours.

For tight-wrapped packages, the Master Metal Tite-wrap provides metal-package protection at paper-package cost.

If you have a package problem, we can solve it . . . just put it up to us.



*A Mark  
of Quality*

**REYNOLDS METALS COMPANY, INCORPORATED**

*Division of*

**UNITED STATES FOIL COMPANY**  
LOUISVILLE      BROOKLYN      SAN FRANCISCO

**Foil Wrapped, You Know It's Good and Fresh**



Patent Applied for

COURTESY OF KRAFT-PHENIX CHEESE COMPANY

**ADVERTISING AT THE PLACE OF SALE**

**BRINGS RESULTS**

**ESPECIALLY IF THE DISPLAY MEDIUM  
CONTAINS THE**

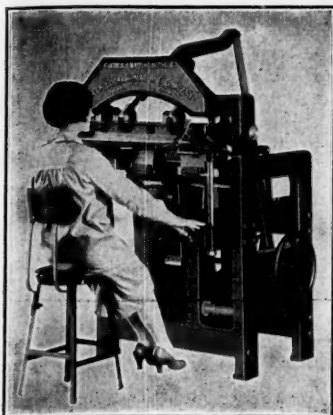
**SIMPLICITY  
ELEVATING FEATURE  
AND  
ECONOMY**

**THAT IS A PART OF THE  
RICHARDSON  
ELEVATING DISPLAY BOX**

**SAMPLES IN YOUR SIZE WILL BE  
SUBMITTED UPON REQUEST**

**THE RICHARDSON COMPANY**

**Lockland, Cincinnati, Ohio**



## The Improved Evers Box Machine For Making Two-Piece Glued End Telescope Boxes from Creased Blanks **BETTER BOXES—LOWER COST**

CAPACITY 200 COMPLETE BOXES PER HOUR

Ranging in size from 1" width by  $\frac{3}{4}$ " depth by 3" length to 24" width by 6" depth by 30" length. Changes made in a few minutes. Board up to .060 used. This machine cuts costs and produces *better boxes*.

Manufactured only by

**SELF-LOCKING MACHINE COMPANY**

569-589 East Illinois St.

CHICAGO

Cable Address: SELF-LOCK, CHICAGO

## Are You Satisfied with Your Plant Production?

If you are not, why not get together?

This is the dull season; let's get ready for fall. We have been doing engineering work for twenty-five years. We have helped hundreds of concerns to cut their costs. We have never made any charge for our services—even though you don't buy a machine.

You cannot confer with better posted, more sincere, or less prejudiced engineers than ours. We will be glad to talk it over with you.

C. S. du Mont, Windsor House, Victoria St., London, England.

A. J. Sterling, 225 Broadway, Room 1209, New York, N. Y.

E. E. Finch and R. H. Dhonau, Cincinnati, Ohio.

Leon & Bonasegna, Calle Lavalle 1521, Buenos Aires, Argentine.

M. C. Finn, 10 High St., Room 322, Boston, Mass.

T. C. Kelly, 222 West Adams St., Room 1044, Chicago, Ill.

P. Jorgensen, 604 Mission St., San Francisco, Calif.

S. Kiefer, Worms, a/Rh., Germany.

Get in touch with these men, or with us direct.



*Perhaps it is a conveyor you need.*

We have many types and sizes so that we can give you just the right kind for your requirements. We plan and install complete equipments for the handling of all kinds of liquid and semi-liquid products.

**The Karl Kiefer Machine Co.**

Cincinnati, Ohio

## Adhesive Specialists

If you have any unusually difficult problems in connection with labeling or sealing, consult our specialists. They will recommend the best adhesive for the purpose, or compound one especially suited to your needs.

Types and grades suited to all operations—for tin, glass, fibre-board, etc. Ask for details, prices, and samples.

**The F. G. Findley Co.**

Adhesive Manufacturers

Milwaukee, Wis.





## Lower your Packaging Costs

Other concerns have saved thousands of dollars by checking the strength of their packaging materials . . . by making sure that they were getting the strength they were paying for.

There is just one way to know . . . by careful tests. There is just one machine that gives you the actual bursting strength . . . the Mullen Tester. And now . . . you can get a Mullen Tester that is motor-driven.

This new model offers perfect uniformity . . . smoother operation . . . more tests in less time. And yet it is so simple in operation that anyone can make the test.

The Motor-Driven Mullen Tester has won the hearty endorsement of manufacturers from coast to coast and has been adopted for use by such highly exacting bodies as the United States Government and the Official Classification Board.

Send for literature describing the Jumbo Motor-Driven Mullen Tester. Let us tell you how you can trade in your hand-driven model . . . how amazingly useful your new Mullen Tester will be . . . how it will save its cost.

## MULLEN TESTER

Manufactured solely by

**B. F. Perkins & Son, Inc.,**  
Holyoke, Mass, U. S. A.

**GLUES** DRY OR LIQUID

DRY OR LIQUID **PASTES**

**LABELING**  
**SEALING**  
**WRAPPING**

**WESTERN PASTE & GUM Co.**

*Manufacturers of*

**DEXTRINES and ADHESIVES**

CHICAGO  
2710 South Throop St.

JERSEY CITY  
402 Claremont Ave.



## FIBRE CANS

*of Every Description*

Here is one place where you can get a quality product, plus real service, at the same cost you would expend on a mediocre product.

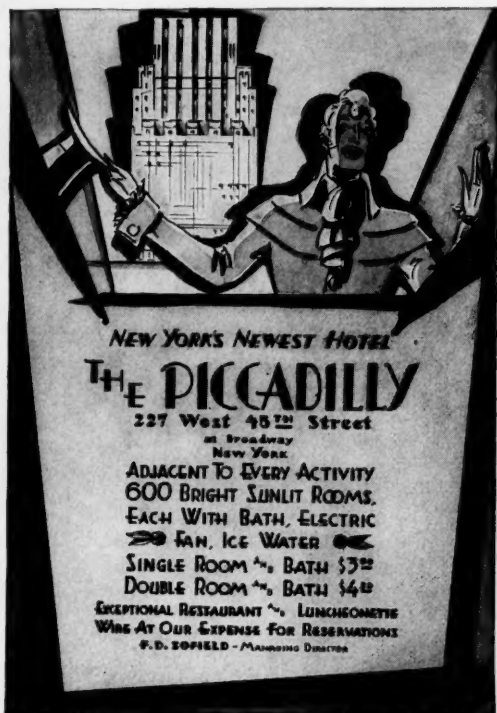
We manufacture fibre cans—square, round, oblong, with tin tops and bottoms and also complete with labels.

Leaders in industry use our cans exclusively. May we quote you on your requirements?

*Ask for samples and prices*

**R. C. CAN CO.**

121 CHAMBERS ST. ST. LOUIS, MO.



## Because . . .

### RIDGELO

CLAY COATED

### BOX BOARD

gives cleaner, clearer impressions that result in brighter, more attractive cartons, it gives your package a big advantage in the battle for attention on the shelves in the dealers' stores.

*Specify Ridgelo for your next run of cartons. Samples sent on request.*

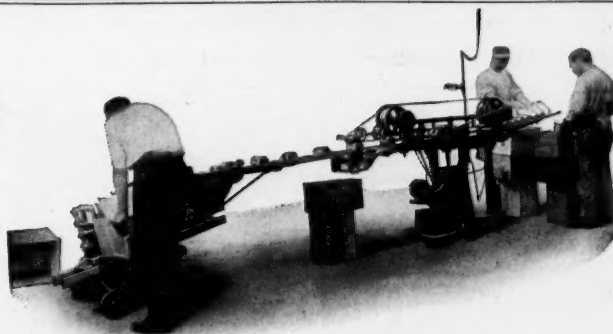
LOWE PAPER COMPANY

RIDGEFIELD



NEW JERSEY

*All Up-to-the-Minute  
Labeling Rooms  
Use This Outfit*



## The Burt Labeling and Casing Machines

Send goods to the shipping room faster than is otherwise possible and reduce the payroll because less help is needed to do more work.

Yet the goods receive a 'finishing touch' that greatly improves their appearance. First, the Labeler puts the labels on tight and neat.

Then the Caser prevents finger marks and the slipping open of freshly pasted labels

which frequently happens when none too careful and dirty fingers are utilized to case by hand.

You can't begin to appreciate the advantages of 'Machine Labeling and Casing' which hundreds of plants are obtaining. The facts are worthwhile and yours for the asking. Simply state size and style of round cans used.

## BURT MACHINE COMPANY

Main Office and Plant, BALTIMORE, MD.

# A Case of Economy

Our special designing department is at your service, without charge, to analyze your shipping case requirements in either corrugated or solid fibre cases.

Expert designers will study your problems and design a sturdy shipping case, without bulk, that will cut shipping costs to a minimum—*"A Case of Economy."*

Write us for this free modern packaging service—no obligation whatever.

*Solid Fibre and  
Corrugated Shipping Cases*

**ROCKFORD FIBRE  
CONTAINER COMPANY**

DIVISION OF

Rockford Paper Box Board Co.  
Rockford, Illinois



## Silver Stitch

the rust-resisting galvanized stapling wire that so many concerns are now using to stitch their containers. Accurate in width, gauge and thickness. One-piece coils: 5 and 10 pounds. Send for free sample coil today.

**ACME STEEL COMPANY**

General Offices: 2840 Archer Ave., Chicago

Brooklyn Boston Atlanta San Francisco Montreal

**HOTEL  
SHERIDAN PLAZA**  
SHERIDAN RD. AT WILSON AVE.  
IN THE HEART OF UPTOWN  
CHICAGO

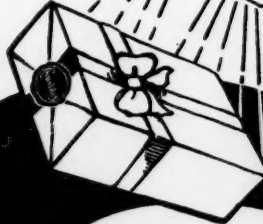
Beautiful theatres, churches, banks at the door. 20 minutes to the Loop by "L" Train. Surface cars and busses every minute. Golf and tennis in nearby Lincoln Park. 500 attractive rooms, 500 baths, 500 car garage.

Rates from \$2.50 a day.

Special concessions to weekly and monthly guests.

MAKE THAT  
PACKAGE  
ATTRACT!  
ATTRACTIVENESS  
INCREASES SALES

ASK FOR  
OUR SAMPLES  
AND  
PRICES



**LAMBOY LABEL &  
WRAPPER CO.**

Manufacturers of Quality Labels & Seals of All Kinds  
2134 Portage St., Kalamazoo, Mich.

# CREATIVE ART IDEAS FOR THE ENGRAVING INDUSTRY



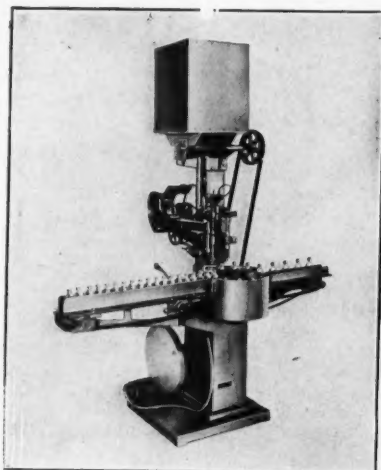
**CRESCENT ENGRAVING CO.**  
KALAMAZOO MICHIGAN



## THE "KORKER"

### Another "Corking"

## McDonald Achievement



## THE "MISSING LINK"

IN YOUR FILLING UNIT

## AUTOMATICALLY

FEEDS THE CORK FROM  
HOPPER TO THE BOTTLE

## AND

FEEDS BOTTLE FROM  
FILLER TO LABELER

ADJUSTABLE FOR SIZES

**90** PER MINUTE

SOME PRODUCTS CORKED ARE

LISTERINE

O'CEDAR POLISH

WORCESTERSHIRE SAUCE

# McDONALD

## ENGINEERING CORP.

220 Varet St.

Brooklyn, N. Y.

London: Windsor House, Victoria St., S. W. 1.

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## IODENT CHEMICAL COMPANY

MANUFACTURING

A. J. LAUTMANN, D. D. S.  
PRESIDENT

IODENT BUILDING  
WEST LAFAYETTE BOULEVARD  
DETROIT, MICH.

**IODENT**  
THE IODINE  
**TOOTH PASTE**

Mr. R. A. Jones,  
c/o R. A. Jones & Co.,  
Cincinnati, Ohio.

REFER REPLY TO  
DATE 8-28-28  
DEPT. G. C.  
DICT JWK:M.

Dear Sir:

Have just had a visitor who wanted to know my opinion of the cartoning machines you made for us.

After taking him through the factory - showing them in operation - and expressing my honest opinion, he asked - "what commission do you get for selling Jones machines"?

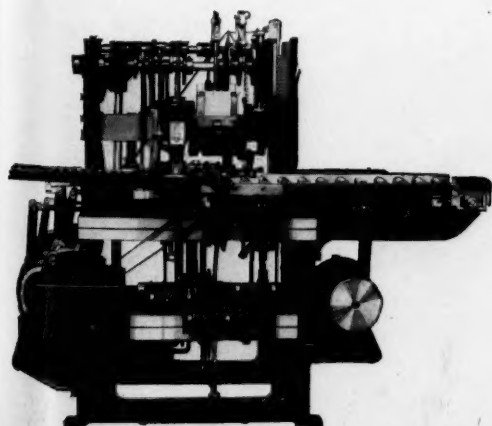
The one hundred percent satisfaction your cartoning machines are giving makes me wax enthusiastic when I talk about them.

The marvel is to see them working hour after hour, day after day and year after year in such wonderful fashion that when I speak as I do it is nothing more or less than what is due to you as the maker, and after four years of perfect satisfaction and operation of these machines, I felt that I owed it to you to sit down and tell you very frankly about the above incident.

Surely it must be gratifying to produce machinery that can make the user so contented and happy as we are with their performance.

Respectfully yours

*[Signature]*  
IODENT CHEMICAL COMPANY.



Still we "HARP ON WHAT THE USER SAYS" but our business is founded and flourishes on what our patrons say of the Jones Cartoner. Our prime objective is to have it continue to please the man who depends on it to package his merchandise.

R. A. JONES & COMPANY  
CINCINNATI, OHIO

# COLOR IN ADVERTISING

WINDOW DISPLAYS

CAR CARDS

BOOKLETS

BROADSIDES

COUNTER CARDS

FOLDERS

PACKAGE INSERTS

LABELS

BOX WRAPPERS

This is the age of COLOR. Everything is color from portable typewriters to the kitchen sink.

Our slogan,—“COLOR IN ADVERTISING”—expresses the dominant theme in advertising today. Color makes advertising messages more convincing and brings larger returns.

The facilities of our organization are offered to assist you in utilizing the force of color. Our personnel includes creative men to work up ideas for you and master pressmen to do your printing and lithographing.

The combined efforts of these men are at your service. Sending for our representative involves no obligation or cost to you.

COLOR IN  ADVERTISING  
REG. U. S. PAT. OFF.

## The Munro & Harford Company

OFFSET LITHOGRAPHY AND COLOR PRINTING

TENTH AVENUE AT 34th STREET, NEW YORK

*Members of the Window Display Advertising Association*

